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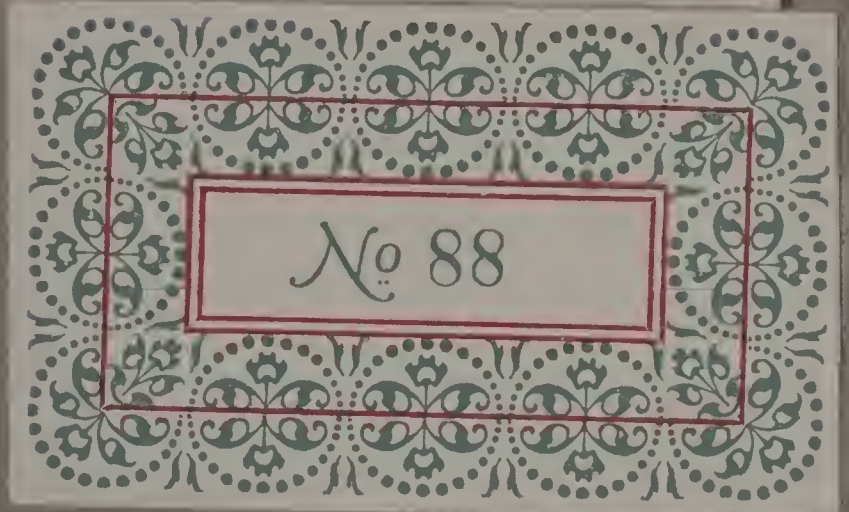

TYPE FACES

WITH WHICH WE
"PROVE IT WITH PROOFS"
IN TYPOGRAPHY
FOR ADVERTISEMENTS

FREDERIC NELSON PHILLIPS, Inc.
"Typographers Who Prove It With Proofs"
314 East Twenty-Third Street
New York

Z250
.P57
1924

Copyright, 1924
By
Frederic Nelson Phillips, Inc.
New York, N. Y.
U. S. A.

OCT 15 1924

©CLA807374

TYPE FACES

WITH WHICH WE
"PROVE IT WITH PROOFS"
IN TYPOGRAPHY
FOR ADVERTISEMENTS

LESS than five years ago we published our first Type Book, in a miniature pocket size, with the edition limited to five hundred copies. No plates were made and the type was distributed.

We are still receiving requests (totaling more than two thousand), from many corners of the earth, for that little book. A large number are "duplicates" because the original books have been worn out from constant use.

While regretting, as we do, our inability to grant more than a quarter of these requests, we have welcomed the enthusiasm with which the book was received and are alike gratified and flattered.

Later, we published our broadside "Type Faces With Expression", with an edition of two thousand, and it, too, was quickly exhausted.

Both publications have been of unusual help and inspiration to all those who have received and used them in the production of Typography for Advertisements. Both are being used as reference works of authority in several well-known Trade Schools and Public Libraries in this country.

Such a reception for another book is a great goal to strive for, but in this, the third, we have combined

many of the features of the first two works, with new ones which our experience has proved ought to be of value to anyone using, or supervising, Typography for Advertisements.

In the following pages we endeavor to present a complete and compact exhibit of our equipment (up to the time of going to press, for we constantly are making additions), of Type Faces, Type Borders, Ornaments and Decorators, Initial Letters, etc., in a manner that can readily be referred to, easily understood and, so far as possible, be highly informative.

The copy for the specimens of the various types is the same throughout and the smaller sizes are shown both solid and leaded. These features are for comparative purposes. A glance will show you how one face or size compares with another.

In several of the medium and larger sizes there are words at the end of lines divided incorrectly. The sacrifice of correctness was to gain nearly uniform spacing and to point out that those particular faces or sizes are not always practical (for the faces or sizes referred to) in the narrow width of line used here.

The reprinting of our advertisements from Printers' Ink is done not alone to show diversity of arrangement and add color and atmosphere to what otherwise might prove dull, but also to broadcast the high ideals of genuinely fine Typography presented in the copy in any one or all of them. One enthusiastic admirer, after seeing an advance dummy, remarked that this book is a rich setting for these gems.

This book may not be perfect, for nothing ever is, but each page is designed and executed with all the foregoing objectives in mind. We offer it as a whole for the convenience of our clients, present or prospective.

FREDERIC NELSON PHILLIPS, INC.

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CASLON OLD STYLE No. 471

6-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident : That all men are created equal; that they are endowed

6-Point Caslon Old Style No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident:

8-Point Caslon Old Style No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident:
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUV 1234567890

10-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect

10-Point Caslon Old Style No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect
ABCDEFGHIJKLMNOPQRSTUVW ABCDEFGHIJKLMNO 1234567890

11-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of

11-Point Caslon Old Style No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth,
ABCDEFGHIJKLMNOPQRSTUVW ABCDEF 1234567890

[TYPOGRAPHERS WHO
PROVE IT WITH PROOFS]

WHAT TIFFANY MOUNTS INTO JEWELRY · PIERCE-ARROW MAKES INTO A MOTOR CAR · MALLORY MODELS INTO A HAT · WEDGWOOD MOULDS INTO POTTERY, WE TRANS-MUTE INTO TYPOGRAPHY, NAMELY, THE PRACTICAL IDEALISM THAT QUALITY SHALL DICTATE PRICE, NOT THAT PRICE SHALL DICTATE QUALITY

YET, THE RESOLVE TO EX-CEL AT ANY COST KEEPS COST DOWN, FOR WHAT IS DONE RIGHT NEVER NEED BE DONE OVER. PERFEC-TION INCURS NO CHARGE FOR CORRECTION

FREDERIC NELSON PHILLIPS, INC.
314 EAST 23RD STREET
NEW YORK

©

CASLON OLD STYLE No. 471

12-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to

12-Point Caslon Old Style No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among
ABCDEFGHIJKLMNOP ABCDEFGHIJK 1234567890

14-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNO ABCDEFGH 1234567890

18-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have con
ABCDEFGHIJK ABCDEFGH 1234567890

22-Point Caslon Old Style No. 471 [*Leaded*]

When, in the course of human ev
ents, it becomes necessary for one
ABCDEFGHIJLM 1234567890

24-Point Caslon Old Style No. 471 [*Solid*]

When, in the course of human
events, it becomes necessary for
ABCDEFGHI 1234567890

VASTER-REACHING than Voice or Telegraph, than Cable or Wireless, than boom of Thunder or crack of Cannon is the Tongue of Type. Our mission is to keep Type from going in one eye and out the other; to give your Advertising Message undisputed "right-of-way"; to lessen giddy waste by making a little balanced beauty outsell, and even out-yell, a lot of bawling ugliness

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

30-Point Caslon Old Style No. 471

When, in the course of h
ABCDEFGH 1234567890

36-Point Caslon Old Style No. 471

When, in the course
ABCDE 1234567890

42-Point Caslon Old Style No. 471

When, in the co
ABCDE 123456

48-Point Caslon Old Style No. 471

When, in the c
ABCD 123456

60-Point Caslon Old Style No. 471

When, in t
ABC 12345

"Prove It With Proofs"

The ideal is a winged thing, but ideals also need feet, or they have nothing to rest on. Even the plush-lined, ebony-served Pullman train must travel the regular tracks. So, though our Standards are as idealistic as our Typography is artistic, you will find that our methods are intensely practical. We have gained an Illustrious Clientele of Agents and Advertisers not because we "Flower It With Sayings," but because we "Prove It With Proofs."

Frederic Nelson Phillips Inc.

Typographers Who Prove It With Proofs

314 East Twenty-Third Street
New York City

CASLON OLD STYLE ITALIC No. 471

6-Point Caslon Old Style Italic No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Caslon Old Style Italic No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

8-Point Caslon Old Style Italic No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God enti-

8-Point Caslon Old Style Italic No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God enti-
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

10-Point Caslon Old Style Italic No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which

10-Point Caslon Old Style Italic No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

11-Point Caslon Old Style Italic No. 471 [*Leaded*]

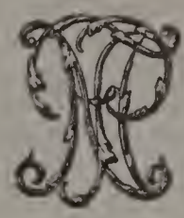
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal

11-Point Caslon Old Style Italic No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

12-Point Caslon Old Style Italic No. 471 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the



A Type Of Service That Isn't Just Type Service

As the milkman remarked, when he moved his dairy next to the well, "Business is business." We hold no such milk-and-water view. Business is Service. We don't figure that we are merely selling Set-Ups the price of which is figured per hour. Akin to the architect, we offer a Personal and Professional Service in the Graphic and Typographic Arts which is always concentrating upon elevating the Construction and Ornamentation, the Symmetry and Individuality of the Advertising upon which you build business.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 East 23rd Street

New York City

©

CASLON OLD STYLE ITALIC No. 471

12-Point Caslon Old Style Italic No. 471 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the
ABCDEFGHIJKLMNOPQRSTUVWXY 1234567890

14-Point Caslon Old Style Italic No. 471

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which
ABCDEFGHIJKLMNOPQRSTU 1234567890

18-Point Caslon Old Style Italic No. 471

When, in the course of human events, it be comes necessary for one people to dissolve the
ABCDEFGHIJKLMNO 1234567890

22-Point Caslon Old Style Italic No. 471

When, in the course of human events, it becomes necessary for one people to
ABCDEFGHIJKLM 1234567890

24-Point Caslon Old Style Italic No. 471

When, in the course of human eve nts, it becomes necessary for people
ABCDEFGHIJK 1234567890

30-Point Caslon Old Style Italic No. 471

When, in the course of hum an events, it becomes necessar
ABCDEFGH 1234567890

Stopping Head-Line Hopping

THE last thing that goes into Advertising, the Set-Up, is the first thing that the reader sees—if he sees it, for Head-Line Hopping is the great American sport. We were first to grasp the transcendent importance of capturing the eye; first to mix the mechanics of Typography with the academics of Fine Art and the dynamics of modern business; first to establish a service of almost rhythmic regularity that, next morning, puts the proofs on your desk before you put your feet under it

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST TWENTY-THIRD STREET
NEW YORK CITY

CASLON OLD STYLE ITALIC No. 471

36-Point Caslon Old Style Italic No. 471

When, in the course of human events, it becom

ABCDE 123456789

42-Point Caslon Old Style Italic No. 471

When, in the course of human events, it

ABCDE 1234567

48-Point Caslon Old Style Italic No. 471

When, in the cour se of human event

ABCDE 123456

6-Point to 48-Point Caslon Old Style Italic No. 471—Swash Characters No. 1

A B C D E G J K L M N P Q R T V

18-Point to 48-Point Caslon Old Style Italic No. 471—Swash Characters No. 2

C F_1 F_2 H_1 H_2 K L O S W

"Unread, Unhonour'd And Unbought"

SETTING up an Advertisement isn't all there is to getting up an Advertisement, but it's all there is to getting it seen. We keep copy with a backbone from burial alive in the Gigantic Graveyard of the Unnumbered Unread. Our Typographic Service, by shrinkage of needless lineage, completely covers its cost.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

LINING CASLON OLD STYLE No. 540

6-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain

6-Point Lining Caslon No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel

8-Point Lining Caslon No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOP 1234567890

10-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of

10-Point Lining Caslon No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCD 1234567890

12-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to

12-Point Lining Caslon No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to
ABCDEFGHIJKLMNOPQRS ABCDE 1234567890

Typography Of Ours And Hours Of Typography

DO YOU buy time or typography? If you only expect to pay for the hours consumed in setting Advertising, you are justified in picking the charge to pieces down to a fleshless skeleton. If you recognize, with us, that for every type of Advertising there is a type created best to dress and express it, and dignify and beautify it, and give wings to its message and surety to its flight, that's intelligence of a high order as opposed to mere manual, mechanical diligence, which is hardly worth an order

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK CITY

LINING CASLON OLD STYLE No. 540

14-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them
ABCDEFGHIJKLMNO ABCDE 1234567890

18-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which
ABCDEFGHIJ ABCDE 1234567890

24-Point Lining Caslon No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people
ABCDEFG 1234567890

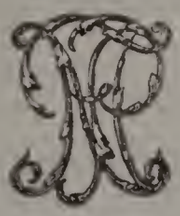
30-Point Lining Caslon No. 540 [*Leaded*]

When, in the course
ABCD 1234567890

36-Point Lining Caslon No. 540 [*Leaded*]

When, in the cou
ABCDEF 12345

Where We Stand And Why We Stand Alone



We are like others in the character of our proposition; unlike in the character of our composition. Like others in soliciting more business; unlike in being more solicited than soliciting. Like others in our charge for typography; unlike in the obligation to our reputation with which we charge ourselves, unmindful of the price. Like others in wanting to please the voice at the other end of the telephone; unlike in heeding the "still, small voice" within that commands us to accept no excuses from ourselves and, thus, exempts us from the need of offering excuses to others.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

LINING CASLON OLD STYLE No. 540

42-Point Lining Caslon No. 540

When, in the c
ABCD123456

48-Point Lining Caslon No. 540

When, in the
ABC123456

60-Point Lining Caslon No. 540

When, in t
ABC1234

72-Point Lining Caslon No. 540

When, in
ABC123

TYPE FACES WITH

Expression

THE crash of cymbals stirs in a march, but swears in a minuet. Pumps are admirable in the ballroom, but laughable in the backwoods. We single out Type Faces which are feelingly expressive of the caption and the copy; Borders in which lurks a seemly motive and a silent meaning; Ornaments, if need be, which fit the theme as felicitously as a scrolled scabbard fits its bright blade

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

LINING CASLON ITALIC No. 540

6-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life,

6-Point Lining Caslon Italic No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands, which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the

8-Point Lining Caslon Italic No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent

10-Point Lining Caslon Italic No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve thc political bands which have connected them, with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

12-Point Lining Caslon Italic No. 540 [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTUV 1234567890

The bold, proud and hardy guildsman is more astir about the invisible signature he sets upon the work than about the visible signature he gets upon the chèque.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

LINING CASLON ITALIC No. 540

14-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, ABCDEFGHIJKLMNOPQR 1234567890

18-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to ABCDEFGHIJKLM 123456789

24-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of hu ABCDEFGHIJ 1234567

30-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course of ABCDEF 12345678

36-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the course ABCDEF 123456

42-Point Lining Caslon Italic No. 540 [*Leaded*]

When, in the cour ABCDE 12345

MORE Advertising Campaigns have perished because they were not well read, than because they were not well written. Here, every Advertisement is set in three colors—black and white that is read. We have been called the Tiffany of Typography, but we would rather be known as Veterans in Visibility. For, the task to which the Master Typographer most proudly sets his hand is to make the eye his humble servant.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET · NEW YORK

NEW CASLON

6-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That

6-Point New Caslon [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station so which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the

8-Point New Caslon [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which

10-Point New Caslon [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point New Caslon [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUV 1234567890

The Well-Dressed Advertisement

PERFECTION in dress may be likened to a window-pane through which you look without being conscious that it is there. In the words of Whistler: "Finished work shows no trace of work." We set Advertisements with deliberate calculation that the effect be elusive, not obtrusive; that the binding shall not dwarf the book. You don't think of the Set-Up, but of the Message, just as the sophisticated simplicity of a miraculously dressed woman completely diverts your attention from what she wears to who she is.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST TWENTY-THIRD STREET, NEW YORK CITY

14-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMNOPQ 1234567890

18-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth,
ABCDEFGHIJKL 1234567890

24-Point New Caslon [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connec
ABCDEFG 1234567890

Typography

"PROVE IT WITH PROOFS"

VIOLINS are various. There is only one Stradivarius. The Maestro of Cremona not merely wrought what is an instrument of wondrous beauty and nobility, but he put guts into it, as well. We have always been persuaded that Art, whether in a Composition of Words, Colors, Brick or Type, enhances and enriches Utility. We stand, frank and fearless, for Fine Typography unto the nth degree, confident that Discriminating Appreciation has only to find us out, to find us.

Frederic Nelson Phillips Inc.

Typographers Who Prove It With Proofs

314 East Twenty-Third Street

New York City

30-Point New Caslon

When, in the course of human events, it be comes necessary for ABCDEFG 1234567

36-Point New Caslon

When, in the cou rse of human eve ABCDE 1234567

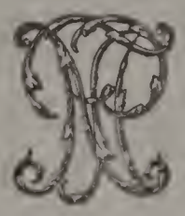
42-Point New Caslon

When, in the c ABCD 123456

48-Point New Caslon

When, in the ABCD 1234

We Command The Eye To Stand Still



Colossal type will make an Advertisement stand out, but, like a black eye, it transfixes the eye of another with the attraction of repulsion. In the Advertising we set, the elusive elements which make for Visibility are invisible — type faces that harmonize with the merchandise; initials that, like a shining lance, spear the glance; borders that decorate, not desecrate; white spaces that are oases which intrigue the eye to alight in its flight.

Frederic Nelson Phillips, Inc.
Typographers Who Prove It With Proofs
314 East 23rd Street
New York City

©

6-Point New Caslon Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they

6-Point New Caslon Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws af nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point New Caslon Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel

8-Point New Caslon Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point New Caslon Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature

10-Point New Caslon Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point New Caslon Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

12-Point New Caslon Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRSTUVWY1234567890

TYPOGRAPHY WITH A CAPITAL EYE

WHEN you were a boy, a thousand mouse-feet of chills and thrills scudded up your spine, as you read *The Arabian Nights.* You remember Cassim, who cried "Open Wheat!" and "Open Barley!" to the door which obeyed no sound but "Open Sesame!"

GOOD Typography is the "Open Sesame!" to the eye, for the Eye is the Reception Room of the Mind. What Eye doesn't see, Mind doesn't receive.

WE SET every line of copy with a Capital Eye upon the Eye—to cry insistently and imperiously, "Open Sesame"!—to have Attention pass your message on to Action, which is the Alpha and Omega of Advertising.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East 23rd Street
New York City

14-Point New Caslon Italic [*Leaded*]

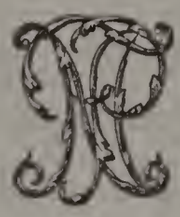
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMNOPQRS 1234567890

18-Point New Caslon Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature
ABCDEFGHIJKLMN1234567890

24-Point New Caslon Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHI 1234567890



YOU *And* EYE

LIKE the Anglomaniac, who pronounces really to rhyme with jelly, "elegance" of Typography can go far too far. In Composition, we are no halvers of hairs, nor jugglers of thistledown. We don't crook the knee to the Mumbo-Jumbo of Anaemic Art For Art's Sake at the expense of Common Clearness For Heaven's Sake. We hold that the harder Advertising is to write, the easier it should always be to read. If we have set it, every eye will get it.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

80-Point New Caslon Italic

When, in the course of human events, it becom es necessary for one peo ABCDEGH12345678

86-Point New Caslon Italic

When, in the course of human events, it ABCDE12345678

42-Point New Caslon Italic

When, in the cou ABCDE 12345

48-Point New Caslon Italic

When, in the c ABCD 12345

"ART, by nature, type, canvas or clay,
Unhampered by restrictions undue,
Is desired by the high-brow
And admired by the shy-brow,
Appreciated by all—e'en you."

IFE is short, Art is long. Life, listless to lessons of yesterday, is wantonly wasted by both youth and age in everlastingly striving to salvage something from nothing. ∽ True Art in Advertising Typography is longest because there's a lesson of yesterday and a thought of tomorrow in all good typography that's done today. ∽ By careful calculations, by clever combinations, and by thoughtful blending and elbow-bending, we strive to bring together tried and true elements of Advertising Typography in such an unaffected manner that your message will magnetically make millions look, linger, desire to acquire, heed and need, pause, ponder and purchase.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East 23rd Street
New York City

CASLON BOLD

6-Point Caslon Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the

6-Point Caslon Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Caslon Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of

8-Point Caslon Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Caslon Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate

10-Point Caslon Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Caslon Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another

12-Point Caslon Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another
ABCDEFGHIJKLMNOPQRSTUV 1234567890

PRICELESS

Seneca wrote: "There is no great genius without a tincture of madness." From Seneca B.C. *to Shaw* A.D., *the truth of this is the history of the human race. We contribute to the Guild of the Typographer the technical finesse which commands its price, but we also contribute the glowing ardor of the zealot, which is priceless*

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

14-Point Caslon Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to ABCDEFGHIJKLMNOP 1234567890

18-Point Caslon Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the polit ABCDEFGHIJK 1234567890

24-Point Caslon Bold [*Leaded*]

When, in the course of human events, it become necessary for one people ABCDEFGHI 1234567

30-Point Caslon Bold [*Leaded*]

When, in the course ABCDEFGH 1234

36-Point Caslon Bold [*Leaded*]

When, in the co ABCDEFG 123

Heavenly Harmony Versus Devilish Discord

But one thing transcends Type in its flexibility to span the whole range of emotion—the human voice. Type can be made to sigh, to whisper, to murmur, to speak, to declaim, to shout, to thunder. Type can be made to take on the heavenly harmony of a Liszt Rhapsody or the devilish discord of a tipsy teamster's rendition of *Un Peu d'Amour*.

We set and arrange Type so that the advertiser's message, which some might read and few would heed, is re-read and often *re*-re-read, thus etching upon the tablet of the mind that which cannot quickly be expunged.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

42-Point Caslon Bold

When, in the course of hu
ABCDE 1234

48-Point Caslon Bold

When, in th
e course of i
ABCDE 12

54-Point Caslon Bold

When, in t
he course
ABCD 12

LOST

Two Eyes

IT is one of the trite tragedies of Advertising. The reader's eyes are lost to you when your Advertisement is dwarfed by giant neighbors, who rob it of light, liberty and the pursuit of currency. Yet, as the diamond among rhinestones gathers a deeper beauty and a more fulgent flame from its drab environment, so the Advertisement we set shines the more brilliantly by contrast. You are always richly repaid for the price you may pay for Insurance Against Lost Eyes.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third St.
New York City

60-Point Caslon Bold

When, in
ABC 123

72-Point Caslon Bold

When, i
AB 123

84-Point Caslon Bold

When
AB 12

Resolved!

That if the only thing a man gets out of his business is money, it's a good business for him to get out of, for—"wretch, concentred all in self"—he has not fulfilled his destiny which is to add his mite to the might of human advancement, be it mechanical, industrial or cultural; economic, artistic or typographic.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

©

18-Point Caslon Bold Italic

When, in the course of human events, it becomes necessary for one people to dissolve the ABCDEFGHIJK 12345678

24-Point Caslon Bold Italic

When, in the course of human events, it becom es necessary for people ABCDEFGH 123456

30-Point Caslon Bold Italic

When, in the course of human events, it ABCDEF 123456

36-Point Caslon Bold Italic

When, in the co ABCDE 1234

48-Point Caslon Bold Italic

When, in th ABCD123

BEAUTY AND THE BEAST

"If eyes were made for seeing,
Then Beauty is its own excuse for being"
RALPH WALDO EMERSON

BEAUTY has cast its spell since Adam, and Beauty will cast its spell till Gabriel. All Advertising is a part of the crowd clamoring for attention, yet Beauty in Advertising is apart from the crowd. The make-up man can't bury it. The mail-order man can't smother it. The poster-type man can't trample it. Beauty beside the Beast only makes Beauty glow more radiantly. Here, Beauty in Typography is first thought, second nature and sixth sense. We set Advertisements which transmute into beautiful and appropriate type effects the spirit of a mercantile institution and the meaning of its merchandise. We take infinite pains, content to let the gains take care of themselves.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST TWENTY-THIRD STREET, NEW YORK CITY

GARAMOND OLD STYLE

6-Point Garamond Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident:

6-Point Garamond Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident:
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Garamond Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them a decent respect to the opinions of mankind requires that they should declare the causes which

8-Point Garamond Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOP 1234567890

10-Point Garamond Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of

10-Point Garamond Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGH 1234567890

12-Point Garamond Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

12-Point Garamond Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTUV ABCDEFGH 1234567890

A WARRANT OF ARREST *on* SIGHT

BACK in 1574, Du Bartas warbled, rhapsodically, that the Eye is the Window of the Soul. Were he living to-day, he would term the Eye, matter-of-factly, the Window of the Sale. If Advertising is to motivate the Mind to action, it has to mesmerize the Eye at attention. Every grace and gift of the Guild of Typography are banded and blended here to make Advertising Composition, through beauty, dignity, virility and visibility, arrest the eye on sight

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET, NEW YORK

GARAMOND OLD STYLE

14-Point Garamond Old Style

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to as-
ABCDEFGHIJKLMNOPQRS ABCDEFG 1234567890

18-Point Garamond Old Style

When, in the course of human events, it becomes necessary for one people to diss olve the political bands which have conn
ABCDEFGHIJKL ABCDEFG 1234567890

24-Point Garamond Old Style

When, in the course of human events, it becomes necessary for one people to dissolve the polit
ABCDEFGHIJKL 1234567890

30-Point Garamond Old Style

When, in the course of h
ABCDEFGHI 1234567890

36-Point Garamond Old Style

When, in the course o
ABCDEF 1234567890

Frederic Nelson Phillips, inc.

Much Advertising is like signaling to Mars—the message gets off, but it never gets there. Even the copy with a thrill is "some mute, inglorious Milton", if its voice is not heard in the Market-Place. You could not make us write Advertising; we are content to make Advertising right. We set Advertisements with forethoughtful calculation of line and letter, of type faces and marginal spaces, of balance and beauty, of virility and visibility, because what the Eye does not perceive, the Mind cannot receive.

314 EAST 23RD STREET, NEW YORK

TYPOGRAPHY

48-Point Garamond Old Style

When, in the cou
rse of human eve
ABCDEF 123456

60-Point Garamond Old Style

When, in the
course of hum
ABCD 12345

72-Point Garamond Old Style

When, in th
ABCD1234

Why We Have No Competition In Composition

Because—we didn't become Typographers wholly for gain, but to "obey that impulse." Because—we are not merely setting up Advertising Copy, but setting up a standard of Advertising Composition, which has been the admiration and the education, and the inspiration, and—*bravo!*—the imitation of the entire guild. Because—we would rather be first in the character of our work than first in the capacity of our works though, oddly enough, the two go together, like right and left leg.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

6-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

6-Point Garamond Old Style Italic [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

8-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths

8-Point Garamond Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

10-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect

10-Point Garamond Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

12-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the

12-Point Garamond Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

62 Inches Covered The World

HIS name is Napoleon. His deeds are epic. What counts in a Man is the consistency of his brain, and in an Advertisement the virility and visibility of its message, not the space he or it occupies. We have the guildsman's deeper pride in setting a small Advertisement which seeks every eye than in setting a page Advertisement which every eye seeks. Here is offered the conceded best in Typography at the charges of the conscientious rest of Typographers.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

GARAMOND OLD STYLE ITALIC

14-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are cre-

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

18-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God enti-

ABCDEFGHIJKLMNOPQRS 1234567890

24-Point Garamond Old Style Italic [*Leaded*]

When, in the course of human even ts, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of

ABCDEFGHIJKLM 1234567890

Typography That Fits Like A Fownes

To our notion, selecting the Type is every whit as important as setting it. Advertising Composition may be over-refined, like the vestal, who blushingly termed a bootlegger a bootlimber. Or, it may be rowdishly roustabout, like the churl, who, not content with calling a spade a spade, blurted out that it was a damned shovel. Here, Typography must fit its theme like a Fownes; must bespeak the message before it speaks it; must frame the picture, bind the book, gild the lamp and tapestry the background

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

GARAMOND OLD STYLE ITALIC

30-Point Garamond Old Style Italic

When, in the course of human events, it becomes necessary for one people to dissolve the politi
ABCDEFGHI 1234567890

36-Point Garamond Old Style Italic

When, in the course of hu man events, it becomes nec
ABCDEFGHI 1234567

48-Point Garamond Old Style Italic

When, in the course of human events it b
ABCDEF 123456

6-Point to 48-Point Garamond Italic—Swash Characters

A B C D E G L M N P R T

Do You
Pay Enough Attention To
ATTENTION?

No matter how bulging the beads of perspiration which pearl a Copy-writer's brow in the travail of creation, he might as well whisper down a well or apostrophize the thunder, if he doesn't get Attention to his printed lines. We are Specialists in Attention-Getting. We grasp its transcendent importance. We bring to the Guild of Typography affinity of purpose and elasticity of mind that stretch to the finer phases of Advertising, not simply a galaxy of some fine Advertising Faces.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

GARAMOND BOLD

6-Point Garamond Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths

6-Point Garamond Bold [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Garamond Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

8-Point Garamond Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Garamond Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers

10-Point Garamond Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Garamond Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them one with another, and to

12-Point Garamond Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them one with another, and to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Breaking The Barriers That Bar The Buying

CREDITING Coué with discovery of a sixth sense is incredible! Advertising Men, and Typographers *who prove it with proofs*, have for these many, many moons signalled that self-same sense—the seat of all senses: Evoking the eye by invoking beauty of line, grace of design, dignity and balance, light faces for right places, and dark faces in stark places, the mind is made into a receptive mood—then the message, of truth tersely told, repeated "day by day," *forces* that impulse of the sixth sense to Break the Barriers that Bar the Buying.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

GARAMOND BOLD

14-Point Garamond Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another ABCDEFGHIJKLMNOPQRSTUV 1234567890

18-Point Garamond Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which ABCDEFGHIJKLMNOP 1234567890

24-Point Garamond Bold [*Leaded*]

When, in the course of hum an events, it becomes necessa ry for one people to dissolve ABCDEFGHIJKL1234567890

30-Point Garamond Bold [*Leaded*]

When, in the course of ABCDEFGH 123456789

48-Point Garamond Bold [*Solid*]

When, in the co

ABCDE 123456

YPOGRAPHY, as we practise it, makes black type read; makes white space a green oasis; makes borders which decorate, not desecrate; makes each line-o'-type a Hogarthian line of beauty; makes much of trifles, for "small sands make the mountains; moments make the years," and altruistic love of the thing you do makes you great in the doing of it, from laying the corner-stone of a cathedral to laying corner-rules of an advertisement

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East 23rd Street
New York City

KENNERLEY

10-Point Kennerley [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the

10-Point Kennerley [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHI 1234567890

12-Point Kennerley [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to

12-Point Kennerley [*Solid*]

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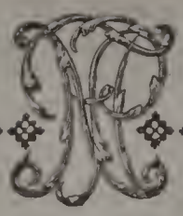
ABCDEFGHIJKLMNOPQRSTU ABCDEFG 1234567890



CINDERELLA

YET undiscovered by the Merchant Prince, Typography used to be the Cinderella of Advertising, while her sleek and haughty sisters—Plan and Copy—fared to fine balls and received all the flowers and flattery. Today, there is scarcely a man who does not know the Premier Place of Fine Typography in Advertising and the Premier Advertising Typographers, too. Dignity forbids us to say more and equity forbids us to say less.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

KENNERLEY

14-Point Kennerley [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, ABCDEFGHIJKLMNOP ABCDEFGH 1234567890

18-Point Kennerley No. 1—Special Long Descending Letters [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them ABCDEFGHIJKLMN ABCDEFG 1234567890

18-Point Kennerley No. 2 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which ha ABCDEFGHIJKLMNO 1234567890

24-Point Kennerley [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the ABCDEFGHIJK 1234567890

30-Point Kennerley

When, in the course of ABCDEF 1234567890

The Cat That Won't Scat

THE Advertisement set by us, like the fabled cat that won't scat, has nine lives. Drown it in a sea of space; hang it in the middle of the page; shoot it into an obscure corner; smother it under Punk Pills For Pasty Potato-Peelers; choke it against a Grab-And-Git Sale, yet up it bobs, meowing insistently, imperiously and irrepressibly for the attention of the reader.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

36-Point Kennerley

When, in the cour
ABCDE 12345678

48-Point Kennerley

When, in the c
ABCD 123456

60-Point Kennerley

When, in th
ABC 12345

72-Point Kennerley

When, in
ABC 123

TYPOGRAPHY

ADVERTISING *Composition used to be a grope-and-hope lottery, as with the farmer who plants by the light of the moon and reaps by the grace of Heaven. You never knew whether to expect a Set-Up or an Upset; the Turtle Doves of Harmonious Fonts or the Kilkenny Cats of Quarrelsome Types. Today, Advertising Composition is a known quantity, and due to us, we are bold enough to believe, it is a known quality, as well. Our function is simply this—to make Black-and-White read.*

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23rd STREET, NEW YORK

KENNERLEY ITALIC

10-Point Kennerley Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold

10-Point Kennerley Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Kennerley Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare

12-Point Kennerley Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare
ABCDEFGHIJKLMNOPQRSTUVWX 1234567890

14-Point Kennerley Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and
ABCDEFGHIJKLMNOPQRSTU 1234567890

THIS IS THE "LIVE LETTER" OFFICE

THE greatest "Dead Letter Office" is not in Washington. It is in print. There, the Letters of the Alphabet, those 26 leaden soldiers who have conquered and civilized the earth, are buried times incalculable in badly set Advertisements that eyes innumerable never see. To make the dead letter a live letter, and the dead dollar a live dollar is a Purpose to which we bring all the gifts and graces of Aesthetic Art coupled with all the innovations and ingenuities of Typographic Technique.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK CITY

18-Point Kennerley Italic No. 1 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJLKMNOPQRS 1234567890

18-Point Kennerley Italic No. 2 [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMN 1234567890

24-Point Kennerley Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the politi cal bands which have connected
ABCDEFGHIJK 123456789

It's The Potter, Not The Clay

Clay lies at the hand of every potter. It was Josiah Wedgwood, not his clay, that set Wedgwood Ware upon the tables of Royalty. Dreamer of dreams, he wove a gleaming tapestry of fancy that, literally, came down to earth. Type belongs to every Typographer, but the fruition of our ambition, to muster the serried ranks of fonts and faces into messages of beauty and dignity and of ringing eloquence,—this is not competitive. The Superlative never is.

Frederic Nelson Phillips Inc.

Typographers Who Prove It With Proofs

314 East Twenty-Third Street

New York City

FORUM

10-Point Forum

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECESSARY FOR ONE ' 1234567890

12-Point Forum

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECE ' 1234567890

14-Point Forum

WHEN, IN THE COURSE OF HU-MAN EVENTS, IT BEC ' 1234567890

18-Point Forum

WHEN, IN THE COURSE O F HUMAN EVENTS, ' 12345

24-Point Forum

WHEN, IN THE COU RSE OF HUMAN ' 123

30-Point Forum

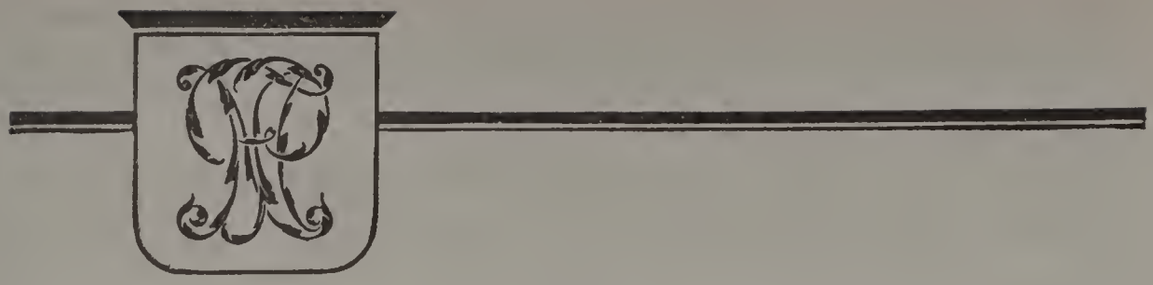
WHEN, IN THE COURSE O ' 1234

36-Point Forum

WHEN, IN TH E COURSE ' 12

48-Point Forum

WHE ' 1234



ALL works of quality must bear a price in proportion to the skill, time, expense, and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful forms and compositions are not made by chance nor can they ever in any material be made at small expense. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures. —RUSKIN

FREDERIC NELSON PHILLIPS, Inc.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

GOUDY OLD STYLE

6-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men

6-Point Goudy Old Style [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary ror one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the

8-Point Goudy Old Style [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQR 1234567890

10-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature

10-Point Goudy Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEF 1234567890

12-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

12-Point Goudy Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRSTU ABCDEFG 123456789

A STATUE, A SUNSET, A SET-UP

WINE was more sparkling and savory when sipped out of a stork-legged glass, than out of a thick tumbler, yet it was the same wine.

BREAKFAST carries a keener relish when served upon an embroidered Madeira cloth, than upon a bare board, yet it is the same breakfast.

THE Advertisement set by us impresses even the untutored mind, which, though not conscious of the cause, is thrilled by the effect, be it a statue, a sunset or a set-up.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

GOUDY OLD STYLE

14-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the ABCDEFGHIJKLMNO ABCDEFG 1234567890

18-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which ha ve connected them with another, and to assume among the powers of the earth, the separate and equal station ABCDEFGHIJK ABCDE 1234567890

24-Point Goudy Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have c onnected them with another, ABCDEFGHIJ 1234567890

Invisible, Yet Indivisible From Our Work

MANY a man doesn't know what makes good taste, but he does know what tastes good, be it potted tongue or prepossessing typography. The oft-heard comment, "I can tell a Phillips Set-Up on sight," means that though we are not permitted to sign our work with our good name, we sign it with our good taste—a trademark to which registry in Washington could give no surer protection.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK CITY

©

30-Point Goudy Old Style

When, in the course of
human events, it becom
ABCDEFG 1234567890

36-Point Goudy Old Style

When, in the course
of human events, it
ABCD 1234567890

42-Point Goudy Old Style

When, in the cou
rse of human ev
ABCDE1234567

48-Point Goudy Old Style

When, in the c
ABCD 123456

NOTHING is truer than this: words unread are words that are dead. What, pray, has better stuff in it than a hymn-book? Yet, a tattered hymn-book is no earthly, or heavenly, use because nobody wants to pick it up. The Eye is Cerberus to the Mind. It is the grim guardian who decides what shall pass in and what shall stay out. ∽ We set Advertisements that silhouette themselves against the Desert of the Page; that can not be drowned in a Sea of Space; that get to the eye, through the mind, at the sale

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST TWENTY-THIRD STREET
NEW YORK CITY

GOUDY OLD STYLE ITALIC

6-Point Goudy Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by

6-Point Goudy Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Goudy Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

8-Point Goudy Old Style Italic [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Goudy Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God

10-Point Goudy Old Style Italic [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Goudy Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of

12-Point Goudy Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

It "Got" Him; Then We Got Him

An Advertising Agent began by sending the ordinary job of typography to the ordinary typographer to whom tooth-picks and vitrified bricks; diamonds and dynamos; chair casters and corn plasters look alike. However, when seeking extraordinary excellence, he gave instructions—"Have Phillips Set It." Now, it is a curious thing that Excellence is an Iron Master. It forms a habit that "gets" you. It got this man, and we got him, too, for all of his Composition

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

©

14-Point Goudy Old Style Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate
ABCDEFGHIJKLMNOPQRSTU 1234567890

18-Point Goudy Old Style Italic

When, in the course of human events, it becomes necessary for one people to dis solve the political bands which have con
ABCDEFGHIJKLMNO 1234567890

24-Point Goudy Old Style Italic

When, in the course of human
ABCDEFGHIJK 1234567890

30-Point Goudy Old Style Italic

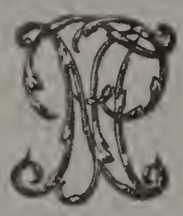
When, in the course of hu
ABCDEFG 1234567890

36-Point Goudy Old Style Italic

When, in the course of
ABCDEF 12345678

8-Point to 36-Point Goudy Old Style Cursive Initials

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



Buried Ingots

EVERY Newspaper and Magazine is a treasure-trove of Buried Ingots; "the very coinage of your brain"; golden messages, couched in a silvern speech, that somebody writes — and nobody reads. For, Advertising must tunnel into the Mind through the Eye. There is no other way. Our bull's-eye is the Eye. Our function is to make Good Typography make Good Copy make good.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

GOUDY BOLD

6-Point Goudy Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths

6-Point Goudy Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Goudy Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires

8-Point Goudy Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Goudy Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which

10-Point Goudy Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Goudy Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Goudy Bold [*Solid*]

When in the course of human events it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUV 1234567890

Setting Up The Standard In Setting Up

MARK TWAIN once observed that the happiest man is he who can take off his hat to Himself. We have never tried nor even wished to be Cheap Typographers, because it would make us feel cheap. Instead of lopping off a few cents per hour, we believe in heaping on more care per job. We have found that setting up and living up to a Standard not only makes one sleep better nights, but keeps one wideawake attending to more and more business in the daytime.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK CITY

©

GOUDY BOLD

14-Point Goudy Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among ABCDEFGHIJKLMNOPQR 1234567890

18-Point Goudy Bold [*Leaded*]

When, in the course of events, it becomes necessary for one people to dissolve political bands which ABCDEFGHIJKLM 1234567890

24-Point Goudy Bold [*Leaded*]

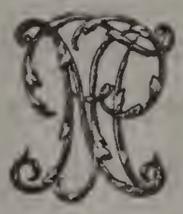
When, in the course of hu man events, it becomes ne cessary for one people to ABCDEFGH 1234567890

30-Point Goudy Bold

When, in the course of ABCDEF 1234567890

36-Point Goudy Bold

When, in the cou ABCDEFG 12345



We Give A *Tongue* To Type

We aim to humanize Advertising with the vibrancy of the voice; the mesmerism of the eye; the impetuosity of the gesture, those miraculous three, which, present in spoken salesmanship that sells 'em while it tells 'em, stunt and blunt so much silent salesmanship by their absence. "You set Advertisements that speak"—a tickled client's comment—is the highest encomium that could be paid to warming up cold type.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
NEW YORK CITY

42-Point Goudy Bold

When, in the c
ABCDEF 1234

48 Point Goudy Bold

When, in the
ABCDE1234

60-Point Goudy Bold

When, in t
ABC 1234

72-Point Goudy Bold

When, i
ABC123

Capturing the Eye is the Whole Battle

A BABY COOES, or a thrush sings, or a poppy inclines its tired head artistically, because each does it naturally. Alexander Pope said, "All Nature is but Art, unknown to thee". We favor simple type arrangement, because Simplicity is Nature's recipe for Art. What is farther away, yet nearer to view, than simple snow upon a mountain-peak? We set advertisements the artistic naturalness of which, "unknown to thee," captures the eye, for capturing the eye is the whole battle in an advertisement.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

GOUDY BOLD

84-Point Goudy Bold

When i
ABC12

96-Point Goudy Bold

When
AB 12

120-Point Goudy Bold

Whe!

The Hopeful Hen That Sat Upon The China Egg

¶ The hen that sat upon the china egg had the proper principles of propagation and praiseworthy perseverance, but she didn't, because she couldn't, produce. The Guild of Typography demands far more than copious fonts and creditable intentions. Our success, if we may be pardoned for alluding to a minor matter of major significance, is due to cleaving single-mindedly and sincerely to the Idea that if you give the finest there is, competition will leave you alone, but clients won't.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

GOUDY BOLD ITALIC

6-Point Goudy Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That

6-Point Goudy Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Goudy Bold Italic [*Leaded*]

When,in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare

8-Point Goudy Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Goudy Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which

10-Point Goudy Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Goudy Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to

12-Point Goudy Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to
ABCDEFGHIJKLMNOPQRSTUV 1234567890

TYPOGRAPHY

INTENTIONS are like fainting ladies—they miss their purpose unless they are carried out. If you have intended to take counsel with us about the Typography of your Advertisements, allow us to suggest that our equipment was never so compact, yet complete; that our work was never so characterful and individualistic; that the roll of our clients is akin to a Burke's Peerage of the Guild of the Advertiser.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

GOUDY BOLD ITALIC

14-Point Goudy Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among ABCDEFGHIJKLMNOPQR 1234567890

18-Point Goudy Bold Italic [*Leaded*]

When, in the course of human ev ents, it becomes necessary for one people to dissolve the political band ABCDEFGHIJKLM 1234567890

24-Point Goudy Bold Italic [*Leaded*]

When, in the course of hum an events, it becomes necess ary for one people to dissolve ABCDEFGH 1234567890

30-Point Goudy Bold Italic [*Leaded*]

When, in the course of ABCDEF 1234567890

36-Point Goudy Bold Italic

When, in the cours ABCDEF 123456

We Can't Unboil The Hard-Boiled

E can't sell Typography to the man who attaches no importance to beauty, dignity, suitability and visibility; nor to the man who makes the lowest price he can get the highest price he will pay; nor to the man who, affecting to be contemptuous of public taste, jocularly derides the masses as "them asses"; nor to the man who treats an Advertisement with abbreviated respect and calls it an "ad"; nor to the man who conceives Advertising as space to be billed, instead of soil to be tilled.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

©

GOUDY BOLD ITALIC

42-Point Goudy Bold Italic

When, in the co
ABCDE123456

48 Point Goudy Bold Italic

When, in the c
ABCDE 1234

60-Point Goudy Bold Italic

When, in t
ABC 1234

72-Point Goudy Bold Italic

When, in
ABC 123

N the conception and execution of Composition we mean to have the Advertiser's Copy be a gleam of gold in the quartz of dullness; a slither o' lean within the fat of sameness; a spire silhouetted against the skyline of flatness; a green and beckoning island set in the vast ocean of the page sailed by surfeited eyes.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET, NEW YORK CITY

10-Point Goudy Hand Tooled [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Goudy Hand Tooled [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the
ABCDEFGHIJKLMNOPQRSTUVW 123456789

14-Point Goudy Hand Tooled [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQR 1234567890

18-Point Goudy Hand Tooled [*Solid*]

When, in the course of human ev
ents, it becomes necessary for one
people to dissolve the political ba
ABCDEFGHIJKLM 1234567890

24-Point Goudy Hand Tooled [*Solid*]

When, in the course of hum
an events, it becomes neces
sary for one people to dissol
ABCDEFGHIJ 123456789

"Oh, Say You Can See," If We Set It

You might just as well put your copy into the fire as put the fire into your copy—when nobody sees it. "It is so soon I am done for, I wonder what I was begun for." We are Eye Specialists. We demand of every Advertisement we set that it must have twice the visability that its space equitably entitles it to expect. We demand that the expression of the type-face must enhance the impression of the merchandise. And—we sell Attention, proved with proofs, not Intentions, claimed with claims.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 East 23rd Street

New York City

30-Point Goudy Hand Tooled

When, in the course of
human events, it beco
mes necessary for peop
ABCDEFGH 1234567

36-Point Goudy Hand Tooled

When, in the cour
se of human event
ABCDEFG 12345

42-Point Goudy Hand Tooled

When, in the co
ABCDEF 1234

48-Point Goudy Hand Tooled

When, in the
ABCDE1234

OUR HOBBY, HABIT AND HALLMARK IN TYPOGRAPHY

THE globe-girdler, who, plied with questions about his impressions of Rome, the Eternal City, retorted that "they serve better spaghetti in America," proved that whilst he saw everything, he noticed nothing. All Advertising is seen in a shadowy, sub-conscious way, but we set Advertising to be noticed. Not "he that runs may read," but he that reads shall run to buy is our hobby, habit and hallmark in Typography.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET · NEW YORK

GOUDY MODERN

12-Point Goudy Modern [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain unalie

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

14-Point Goudy Modern [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them

ABCDEFGHIJKLMNOPQRSTUVW 1234567890

18-Point Goudy Modern [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God

ABCDEFGHIJKLMNOPQ 123456789

Resolved

THAT *we shall go on striving to make each Client pensively wish that his wares were quite on a parity with our own Typographic Idealization of them*

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

18-Point Goudy Open [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMNOP 1234567890

24-Point Goudy Open [*Leaded*]

When, in the course of human events, it becomes necessary f or one people to dissolve the political bands which have c onnected them with another,
ABCDEFGHIJKLM 1234567

30-Point Goudy Open [*Leaded*]

ABCDEFGHIJKLMNY
OPQRSTUVW 123456

36-Point Goudy Open [*Leaded*]

ABCDEFGHIJKLR
MNOPQST 123456

IDEALIZATION

MISS ROSE STAHL, condensing a world of meaning into a word capsule, once declared that the hardest task an actress has is to live up to her press agent. ☙ We undertake the Fine Art of *Composition* with the steadfast resolve that the hardest task the advertiser shall have is to make his goods, however deserving, live up to our *Typographic Idealization* of them. ☙ After all is prated and printed, the Mind cannot heed what the Eye does not read.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

CLOISTER BOLD ITALIC

6-Point Cloister Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that

6-Point Cloister Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cloister Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the

8-Point Cloister Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cloister Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God

10-Point Cloister Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Cloister Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers

12-Point Cloister Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Character

Every font of type has its characters, but some faces of fonts lack character. Even a long face with character carries more weight than a strong face of no character. ¶ Advertising Typography, as we practise it, reflects the character of your wares as well as the character of our craftsmen. ¶ Here, with fonts and faces of character, we model and mold Advertisements into breathing beauty and pulling power.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East 23rd Street
New York

CLOISTER BOLD ITALIC

14-Point Cloister Bold Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRSTUVWX 1234567890

18-Point Cloister Bold Italic

When, in the course of human events, it becomes necessary for one people to dissolve
ABCDEFGHIJKLMNOPQR 1234567890

24-Point Cloister Bold Italic

When, in the course of human events, it becomes necessary for
ABCDEFGHIJKLM 1234567890

30-Point Cloister Bold Italic

When, in the course of huma
ABCDEFGHIJK 12345678

36-Point Cloister Bold Italic

When, in the course of
ABCDEFGH 12345678

42-Point Cloister Bold Italic

When, in the course
ABCDEFG1234567

A Greater Quantity of a Known Quality

QUALITY is its own paymaster. We didn't start out with any thought of being the biggest Typographers. We soon discovered, however, that being the best Typographers leads unfailingly to being the biggest. Entire Tenth Floor of building. Four Telephone Trunk Lines. Day and Night Composition. We're now circumstanced to offer a greater Quantity of that Quality which has made us more sought than seeking.

Frederic Nelson Phillips, Inc.

Typographers Who Prove It With Proofs

314 East 23rd Street
New York City

CLOISTER BOLD ITALIC

48-Point Cloister Bold Italic

When, in the cour

ABCDEF 123456

60-Point Cloister Bold Italic

When, in the c

ABCD123456

72-Point Cloister Bold Italic

When, in th

ABCD1234

6-Point to 72-Point Cloister Bold Italic Special Characters

A B D E G J M N P R

T U Y Qu ſt ct “ ” ‘ v w

GO BUY *Instead Of* GO BY

SUCCESSFUL Advertising is the conservation of conversation. In the English of the American, it is the ability to say a mouthful and shut up. As you work with language, we work with lineage. Our conservation of costly space, without deterioration of conspicuous display, allows frequency of insertion and repetition of impression, which, alone, will get people to go buy, instead of go by.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
NEW YORK CITY

PARSONS

6-Point Parsons [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths

6-Point Parsons [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

8-Point Parsons [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes

8-Point Parsons [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

10-Point Parsons [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and nature's

10-Point Parsons [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and nature's
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

12-Point Parsons [*Leaded*]

When, in the course of human events, it becomes neces-
sary for one people to dissolve the political bands which
have connected them with another, and to assume among

12-Point Parsons [*Solid*]

When, in the course of human events, it becomes neces-
sary for one people to dissolve the political bands which
have connected them with another, and to assume among
ABCDEFGHIJKLMMNNOPQRSTUVWX 1234567890

Matches For Sale!

HERE, a piece of copy is not regarded as advertising, but as an advertisement. We read it to the last line before we set the first one, for how can you go about a thing at all intelligently, if you don't know what it's all about? The feeling and fancy and motive and meaning, sometimes even the rhythm and romance that the author breathes into his copy we weave into our typography. Thus, the two strike a match without which there's no instantaneous spark to set the reader on fire with desire.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK CITY

©

PARSONS

14-Point Parsons

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them
ABCDEFGHIJKLMMNNOPQRSTU 1234567

18-Point Parsons

When, in the course of human events, it becomes necessary for one people
ABCDEFGHIJKLMNOPQ 1234567

24-Point Parsons

When, in the course of hum
an events, it becomes neces
ABCDEFGHIJKL 1234567

30-Point Parsons

When, in the course o
ABCDEFGH 1234567

36-Point Parsons

When, in the cours
ABCDEF 1234567

Ascenders And Descenders In All Sizes

bdqhklpy

18-Point to 48-Point Parsons Swash Characters

ABCDEFGHJK
LMNOPRSTQ[]

We Bump "Jump" Right In The Eye

HOP, Skip and Jump compose, by far, the largest number of readers of advertisements. To them, every day is leap-year. Emulating the mountain goat, they vault from headline to headline. We plan, arrange and set all copy with these three slippery fellows in mind—to make Hop stop; to trip Skip; to bump Jump right in the eye.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK

©

PARSONS ITALIC

6-Point Parsons Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare

6-Point Parsons Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separat and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Parsons Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel

8-Point Parsons Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

10-Point Parsons Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature

10-Point Parsons Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

12-Point Parsons Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and

12-Point Parsons Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and
ABCDEFGHIJKLMMNNOPQRSTUVWXY 1234567890

We Hand It To Hand Composition

SETTING an advertisement by hand may mean a right hand that always gets left and a left hand that never gets anything right. We employ Hand Composition, real Hand Composition, ten fingers, count 'em, ladies and gentlemen, when the job demands niceties and *nuances*. We use the marvelous, almost miraculous, Lanston Monotype when Hand Composition would only enhance the expense, but not the effect. We got to the typographic top, because we "prove it with proofs". We like it up there, and we're going to stay there, lonely as yet, but happy, you bet.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

©

This advertisement is set, border and body, by hand

PARSONS ITALIC

14-Point Parsons Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected th
ABCDEFGHIJKLMMNNOPQRS 1234567890

18-Point Parsons Italic

When, in the course of human eve nts, it becomes necessary for one people to dissolve the political w
ABCDEFGHIJKLMM 1234567890

24-Point Parsons Italic

When, in the course of hu- man events, it becomes ne
ABCDEFGHI 1234567890

30-Point Parsons Italic

When, in the course o
ABCDEFGHI 123456

36-Point Parsons Italic

When, in the cour
ABCDEFG 12345

Ascenders And Descenders
In All Sizes

b q h k y

Parsons Italic Special Characters
In All Sizes

A T Th To — []

Let Our Proof Be Our Proof

ANY plodder of a typographer can follow instructions. That requires no more originality than an echo. However, to submit, without instructions—"Use own judgment" or "Give us your best possible"—a proof that is proof against revisions demands foresight, hindsight, insight. These are not common by a darned sight—except here, where the cold metal of type is warmed up by the guildsman always on his mettle to add fresh lustre to the most illustrious name in Typography.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 EAST 23RD STREET
NEW YORK

©

PARSONS BOLD

6-Point Parsons Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Parsons Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

8-Point Parsons Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare

8-Point Parsons Bold [*Solid*]

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ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

10-Point Parsons Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which

10-Point Parsons Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMMNNOPQRSTUVWXYZ 1234567890

12-Point Parsons Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Parsons Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMMNNOPQRSTUVW 1234567890

Brighten Your Lustre With The Twinkle Of A Star

ADVERTISING men are cynical, almost clinical in dissecting printed claims. However, the typographic leadership of this group of guildsmen does not rest upon its advertising. The advertising rests upon our typographic leadership. That Agency which recently concluded a selling presentation with the peroration—underscored—that "Frederic Nelson Phillips, Inc. Will Set The Copy"—and got the account—had the brilliancy to brighten its own dazzling lustre with the twinkle of a star.

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 East Twenty-third Street

New York City

©

14-Point Parsons Bold

When, in the course of human events, it becomes necessary for one people to dis-
solve the political bands which have con-
ABCDEFGHIJKLMMNNOPQ 1234567890

18-Point Parsons Bold

When, in the course, of human events, it becomes necessary for one people to dissolve the polit-
ABCDEFGHIJKLMM 1234567890

24-Point Parsons Bold

When, in the course of hu
man events, it becomes ne
ABCDEFGHI 1234567890

30-Point Parsons Bold

When, in the course
ABCDEFGHI 123456

36-Point Parsons Bold

When, in the co
ABCDEFG 12345

Ascenders And Descenders In All Sizes

b q h k l p y

Parsons Bold Special Characters
In All Sizes

[ ]

The TYPOGRAPHY *of* *Frederic Nelson Phillips, Inc.*

In the Composition of Advertisements we bespeak your patronage not because we do the best we know how for you, but because we know how to do the best for you. Though we have an identifying mark, it is never affixed to our work for others, for the work itself is our identifying mark, unmistakable and uncopyable, just as in every object of beauty and artistry—

"Back of canvas that throbs
The painter is hinted and hidden;
Into the statue that breathes
The soul of the sculptor is bidden."

BOOKMAN OLD STYLE

6-Point Bookman Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold

6-Point Bookman Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Bookman Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare

8-Point Bookman Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Bookman Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws

10-Point Bookman Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Bookman Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to

12-Point Bookman Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456

We Are Not Job Printers

OUR particular forte is Typography for Advertisements. We are not printers any more than we are engravers or electrotypers.

Many of our clients, however, have us do the composition for their printing jobs, from small cards to booklets and catalogs of many pages, from which they have electrotypes made for their printer's use.

It costs little, if any more, to have us do the composition for such jobs and no printer, does better. Few can equal it.

Some of our clients save money by this plan through their connection with printers who have efficient and economically managed pressrooms and who are glad to get orders on which there is no composition to worry and sweat over.

If a reprint ever is ordered the saving is very large because the plates of the original job always are available. On your next printing job why not have us do the composition and have it plated for future use?

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 East Twenty-third Street

New York City

14-Point Bookman Old Style [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opin-

14-Point Bookman Old Style [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's
ABCDEFGHIJKLMNOPQRSTUVW 1234

18-Point Bookman Old Style [*Leaded*]

When, in the course of human eve nts, it becomes necessary for one pe ople to dissolve the political bands which have connected them with another, and assume among the p

18-Point Bookman Old Style [*Solid*]

When, in the course of human eve nts, it becomes necessary for one pe ople to dissolve the political bands which have connected them with another, and assume among the p
ABCDEFGHIJKLMN 1234567890

Wherever You Are We Are Close To You

OUR well organized and reliable messenger service makes us next-door neighbors to all clients. We have a messenger ready to send *whenever* you call for one.

We do not permit anyone to tell a client that the first boy to return will be sent right out. *Someone* must go when the client wants. If a messenger is required at a specified later time that request is posted on our specially designed messenger's schedule board, which is kept with time-clock punctuality.

Every one of our messengers is punctual and trustworthy. You can feel assured that they will do their part to uphold our policy of always-better-than-necessary service.

If you sometimes find it necessary to detain a messenger we will appreciate your telephoning us so that we can rearrange his schedule.

Efficient And Courteous Telephone Service

No one here will demand your age, the color of your hair, how long you want to talk or what you want to talk about, before you can get connected with the person for whom you ask. We don't care about all those details. Telephone time is valuable, we don't waste it.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

20-Point Bookman Old Style

When, in the course of hum
an events, it becomes necess
ary for one people to dissolve
the political bands which ha
ABCDEFGHIJK 1234567890

24-Point Bookman Old Style

When, in the course of
human events, it beco
mes necessary for one
ABCDEFG 1234567890

80-Point Bookman Old Style

When, in the course
of human events, it b
ABCDE 1234567890

86-Point Bookman Old Style

When, in the cou
rse of human ev
ABCDE 1234567

PROOFS

That "Prove It With Proofs"

PROOFS usually are regarded as a necessary evil and seldom are well-printed—many times different sets of proofs on one job vary in size or kind of paper. But proofs from us are their own proof of excellence. Literally, we do "Prove it with Proofs".

Every proof we send out is printed on the same color and weight of the best standard paper, is done on a cylinder hand proof press, or is an actual press proof.

The roughest proof you get from us is a good one, and if you ever need to make up a portfolio of a client's proofs or of several clients, you will have a perfect match of proofs—no matter how long ago, or how recently, we furnished them.

Standardized Proofs doesn't sound like a great deal, but they are one of the big little features of our better-than-necessary service.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

BOOKMAN OLD STYLE ITALIC

6-Point Bookman Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these

6-Point Bookman Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890

8-Point Bookman Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they

8-Point Bookman Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they
ABCDEFGHIJKLMNOPQRSTUVWXYZ& 1234567890

10-Point Bookman Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to

10-Point Bookman Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Bookman Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with

12-Point Bookman Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with
ABCDEFGHIJKLMNOPQRST 1234567890

Italics–

When In Doubt, Don't Use Them

TALIC types seldom are necesary except for foreign phrases, etc., or for an occasional display line to rest the reader's eye by breaking up the monotony sometimes occurring when all roman (upright) letters are used.

Italic capitals should be used only in conjunction with the lower case letters. All capital italic words or lines do not look well and are difficult to read.

Italicized words (and boldface as well) when scattered through text matter for emphasis usually give a spotty appearance and have a distracting influence—causing the eye to rove, rather than follow the message as it should be read.

Never should italic types be letter-spaced.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

DISCOURAGE THE PROMISCUOUS USE OF ITALICS

BOOKMAN OLD STYLE ITALIC

14-Point Bookman Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separ-

14-Point Bookman Old Style Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separ-
ABCDEFGHIJKLMNOPQ 1234567890

18-Point Bookman Old Style Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLM 123456789

24-Point Bookman Old Style Italic [*Solid*]

When, in the course of human events it becomes necessary for one
ABCDEFGH 1234567

Simpleness Shouldn't Be Allowed To Go To The Head

ADVERTISEMENTS, like people, should not be dressed alike. Beseechments for simplicity in typography are often an apology for not being able to create anything else. We counsel neither sumptuous effects, nor simple effects, but the seemly effect for the job to be done. We set advertising that looks as modest as the ivy-laced cottage and advertising that towers as magnificent as the cloud-lancing cathedral. To be simple is admirable, but if you condense the creed too much all that then remains is—"simp."

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs

314 EAST 23RD STREET

NEW YORK

©

CHELTENHAM BOLD

6-Point Cheltenham Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths

6-Point Cheltenham Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cheltenham Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should

8-Point Cheltenham Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a a decent respect to the opinions of mankind requires that they should
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cheltenham Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to

10-Point Cheltenham Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Cheltenham Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Cheltenham Bold [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVW 1234567890

ROUSE ROTARY MITERER

ALWAYS alert to the advantages of new devices that will save time (which means money) for our clients, we have recently installed this wonderful new labor-saving mitering machine. In the mitering of rules (either brass or metal) it saves from one-half to two-thirds time as compared with the old, and now obsolete, hand method.

FREDERIC NELSON PHILLIPS, Inc.
Typographers Who Prove It With Proofs
314 East 23rd Street
New York

CHELTENHAM BOLD

14-Point Cheltenham Bold [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected ABCDEFGHIJKLMNOPQR 1234567890

18-Point Cheltenham Bold [*Leaded*]

When, in the course of human ev ents, it becomes necessary for one people to dissolve the political ban ABCDEFGHIJKLM 1234567890

24-Point Cheltenham Bold [*Leaded*]

When, in the course of hu man events, it becomes nec essary for one people to dis ABCDEFGHI 1234567890

30-Point Cheltenham Bold [*Leaded*]

When, in the course of ABCDEF 1234567890

36-Point Cheltenham Bold [*Leaded*]

When, in the cours ABCDEF 1234567

Why A Saw-Trimmer?

ALL of our equipment is the labor-saving kind. Every lead, slug and other bit of spacing material is labor-saving. We also have many minor and major innovations that conserve labor. All of which save time and money for our clients.

When an engraver or an electrotyper delivers a block to us it is not trimmed to conform with our labor-saving equipment. To use it as we receive it would require a great deal of time for justification to make it fit into any job.

Before we ever attempt to use an engraving or electrotype we square it up and trim it with our saw-trimmer to the nearest pica size. Thereafter, it will fit into any labor-saving unit.

This is only one of the many uses of this machine which is a part of our equipment to give the kind of service not to be measured in dollars and cents.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

CHELTENHAM BOLD

42-Point Cheltenham Bold

When, in the co
urse of human e
ABCDE 12345

48-Point Cheltenham Bold

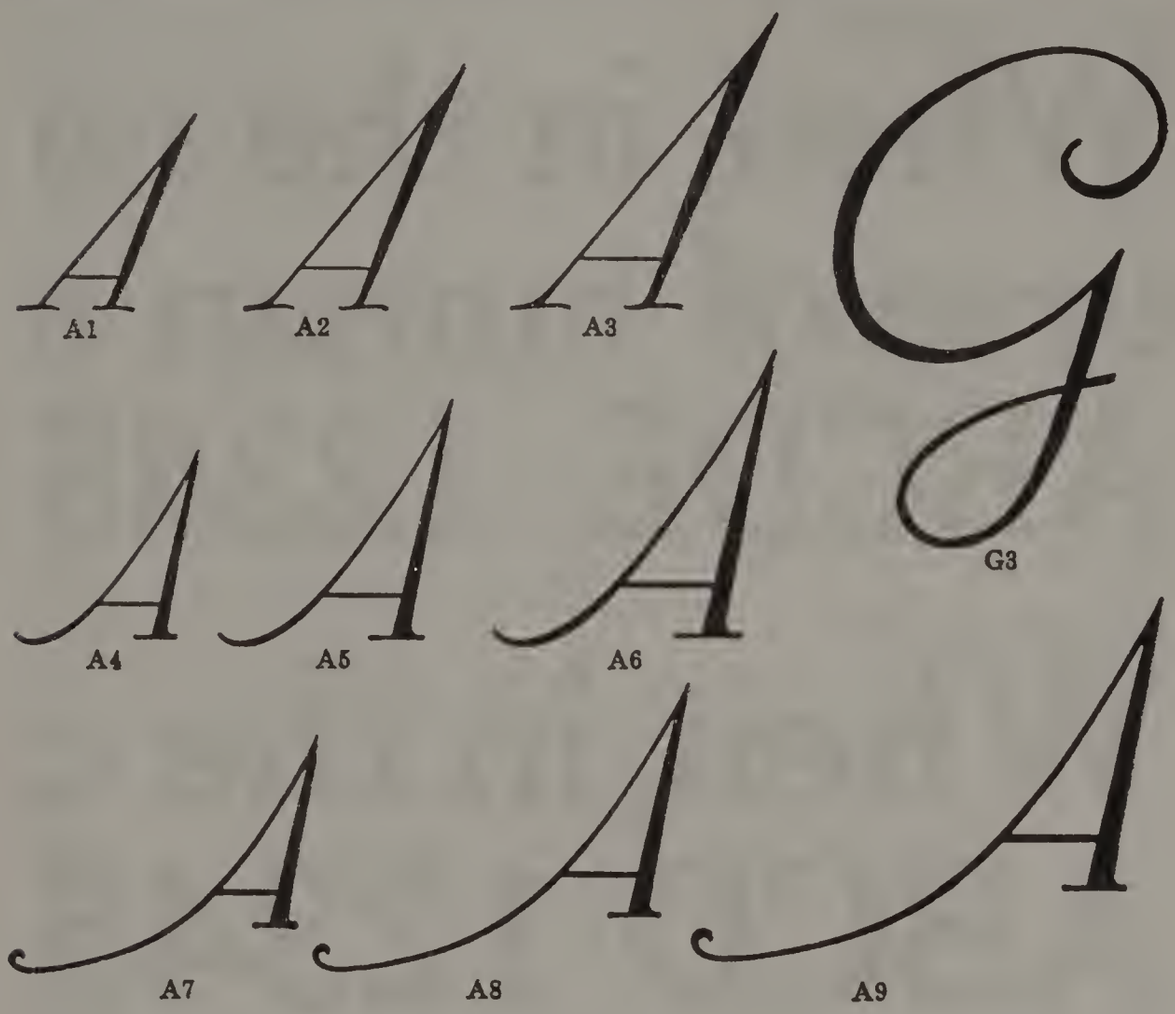
When, in the c
ABCD 12345

60-Point Cheltenham Bold

When, in th
ABC 1234

84-Point Cheltenham Bold

When 1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A4
A5
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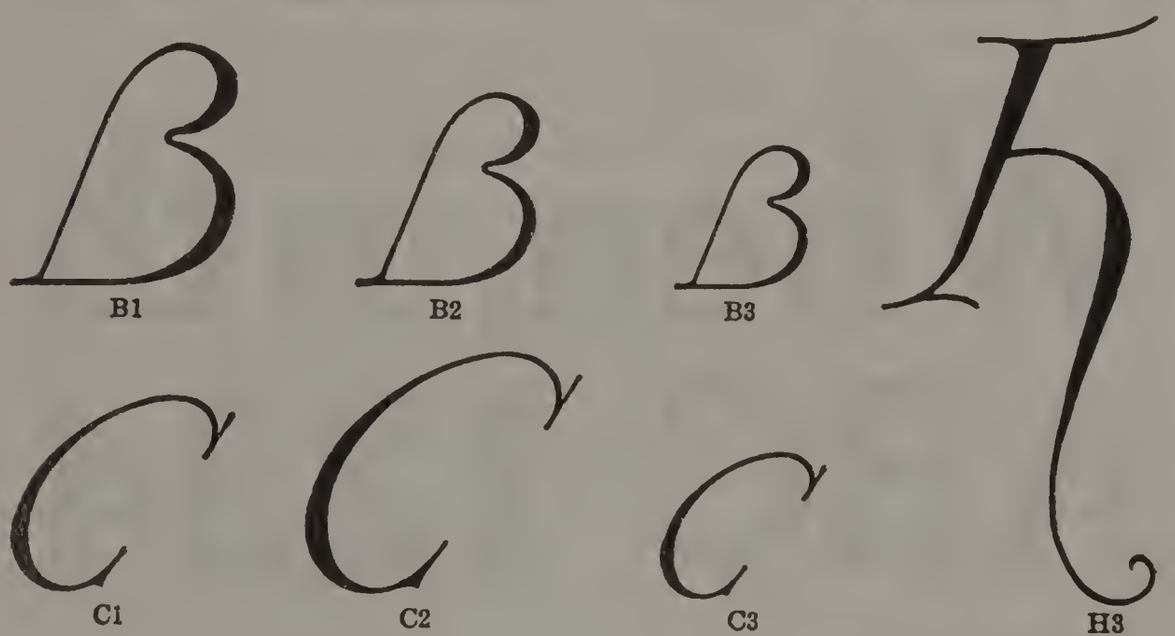
A7
A8
A9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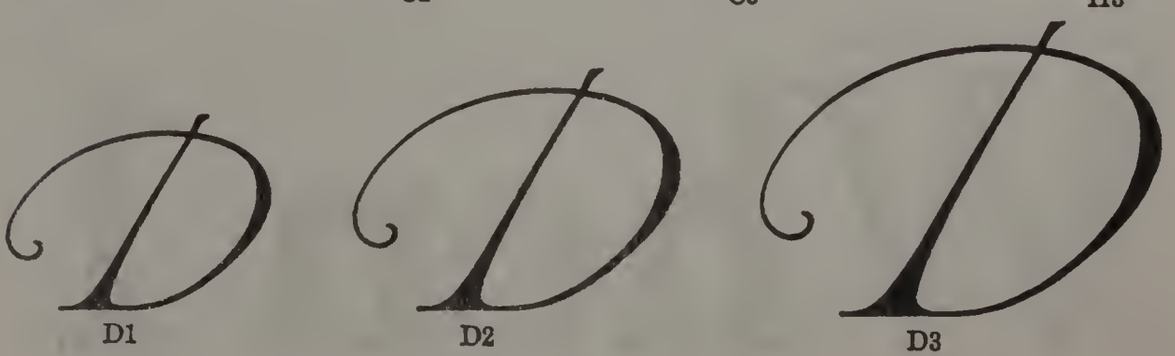
B2
B3
H3
C1
C2
C3


D1
D2
D3

CHELTENHAM BOLD ITALIC

6-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Cheltenham Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

8-Point Cheltenham Bold Italic [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station

10-Point Cheltenham Bold Italic [*Solid*]

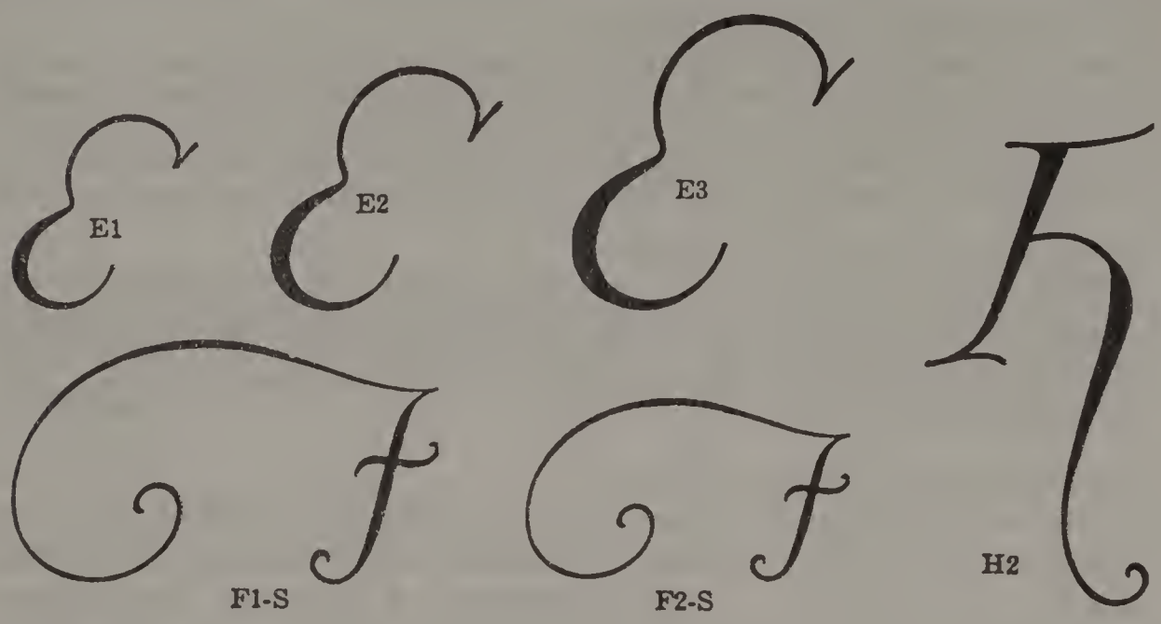
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

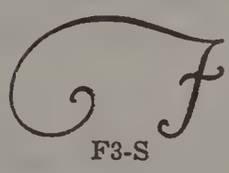
12-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Cheltenham Bold Italic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVW 123456789


E1
E2
E3
H2
F1-S
F2-S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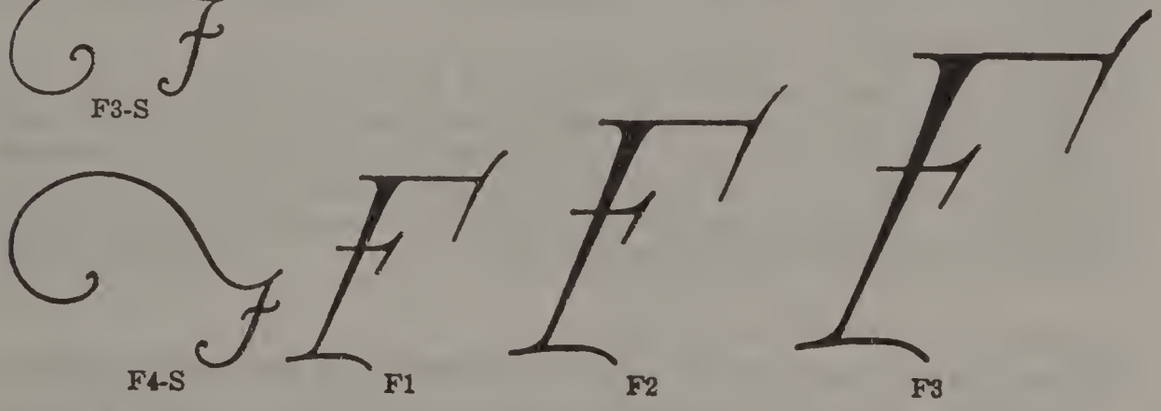
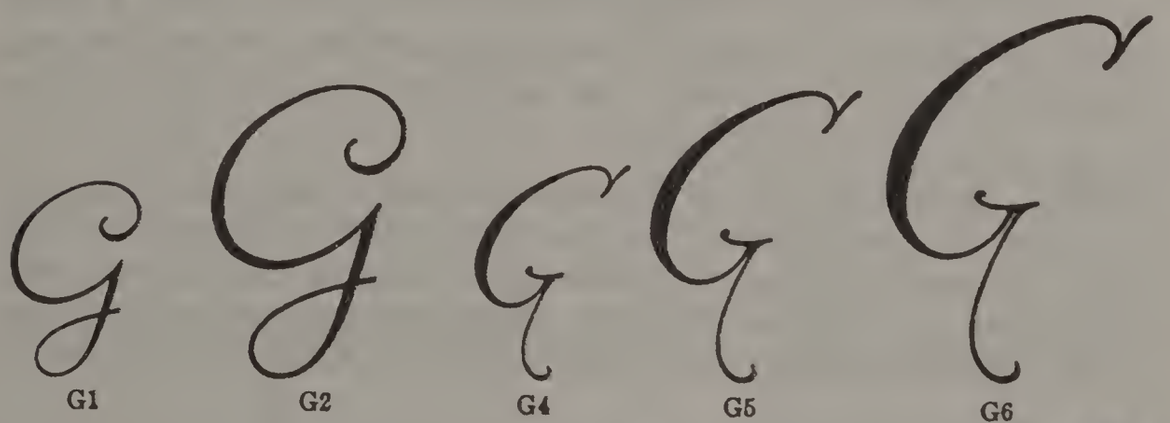
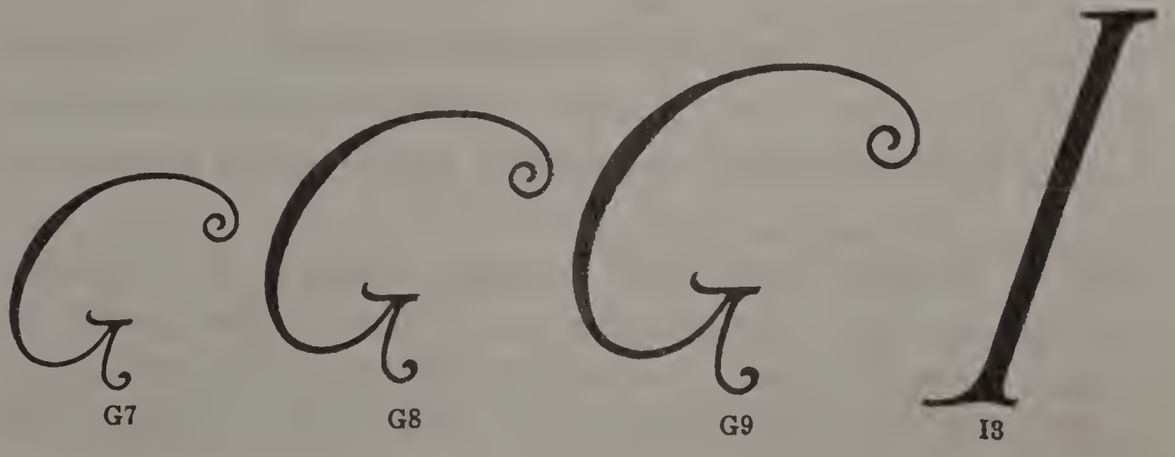

F4-S
F1
F2
F3


G1
G2
G4
G5
G6


G7
G8
G9
I3

CHELTENHAM BOLD ITALIC

14-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQR 1234567890

18-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of human eve nts, it becomes necessary for one people to dissolve the political ban ds which have connected them wit
ABCDEFGHIJKLM 123456789

24-Point Cheltenham Bold Italic [*Leaded*]

When, in the course of hu man events, it becomes ne cessary for one people to
ABCDEFGHIJK1234567

30-Point Cheltenham Bold Italic [*Leaded*]

When, in the course o
ABCDEFGH 123456

36-Point Cheltenham Bold Italic [*Leaded*]

When, in the cour
ABCDEFG 1234

H1
H4
H5
H6
I2
I1
K1
J1
J2
J3
K2
K3
L1
L2
L3
L4
L5
L6
M1
M2
M3
M4
M5
M6

42-Point Cheltenham Bold Italic

When, in the c
ABCDEF 1234

48-Point Cheltenham Bold Italic

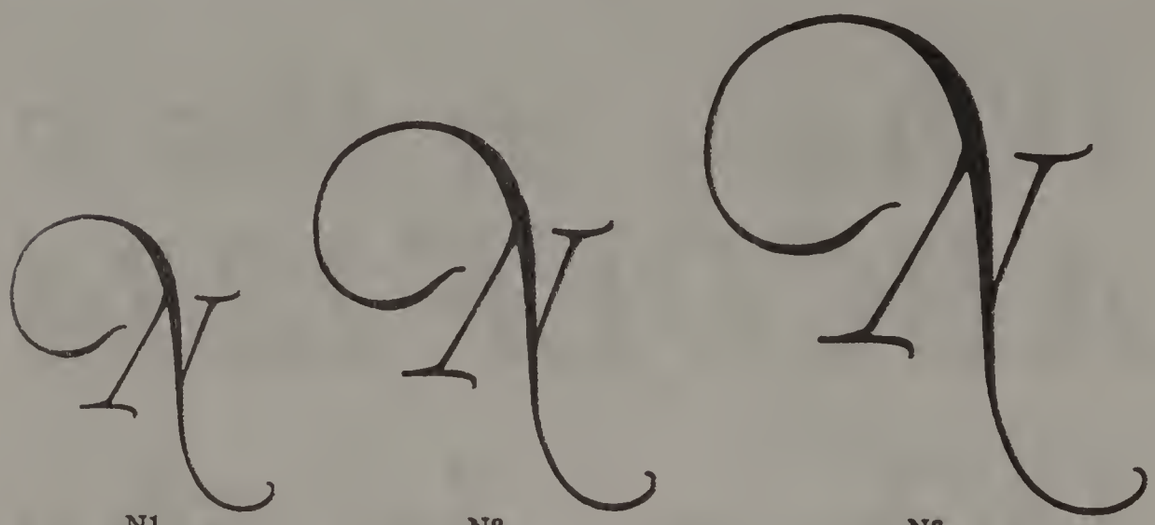
When, in the
ABCDE 123

60-Point Cheltenham Bold Italic

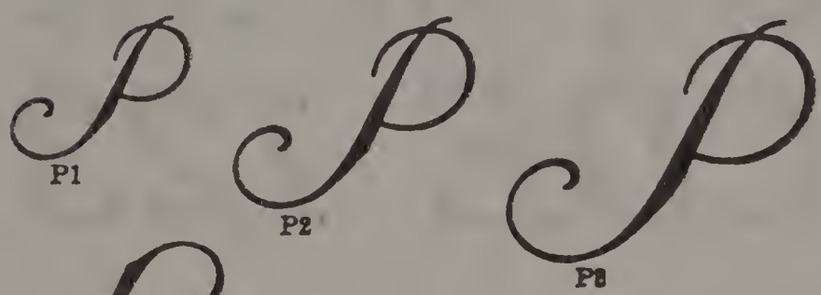
When, in t
ABCD 12

72-Point Cheltenham Bold Italic

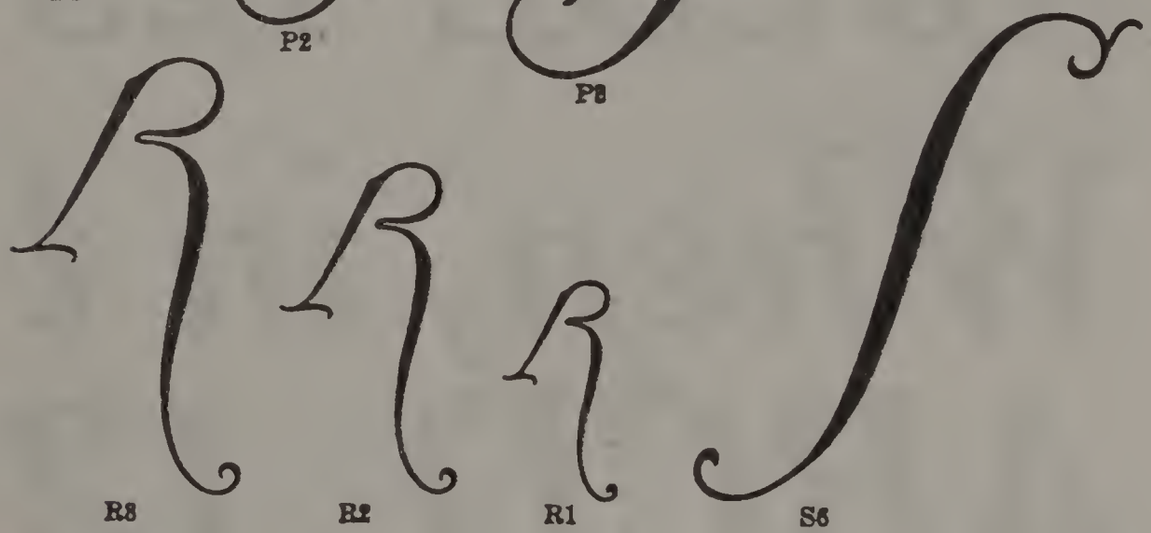
When, in
ABC 12



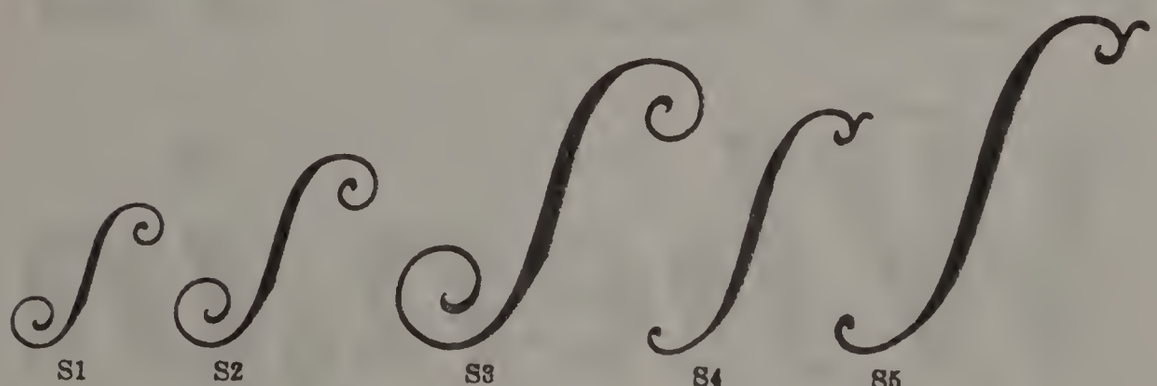
N1 N2 N3



P1 P2 P3



R3 R2 R1 S6



S1 S2 S3 S4 S5

T1 T2 T3

COOPER BLACK

6-Point Cooper Black [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entities them, a decent respect to the opinions of mankind requires

6-Point Cooper Black [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cooper Black [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to

8-Point Cooper Black [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cooper Black [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the

10-Point Cooper Black [*Solid*]

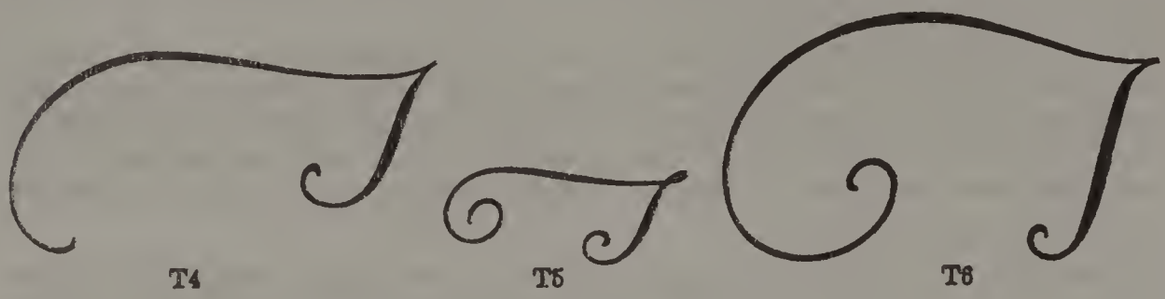
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the
ABCDEFGHIJKLMNOPQRSTUVWXY 1234567890

12-Point Cooper Black [*Leaded*]

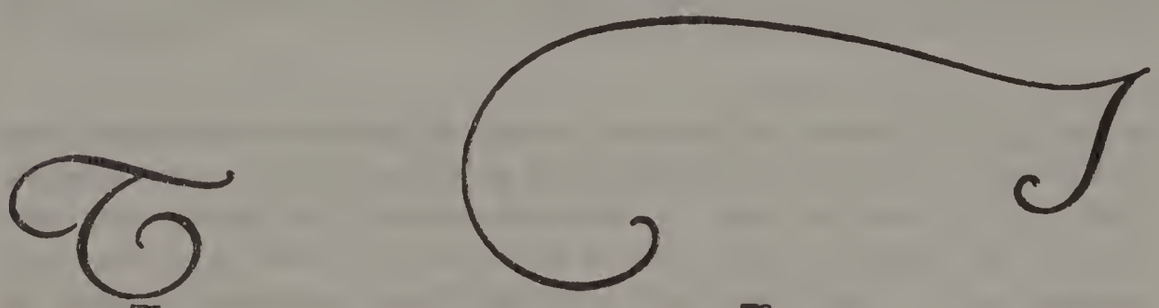
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected

12-Point Cooper Black [*Solid*]

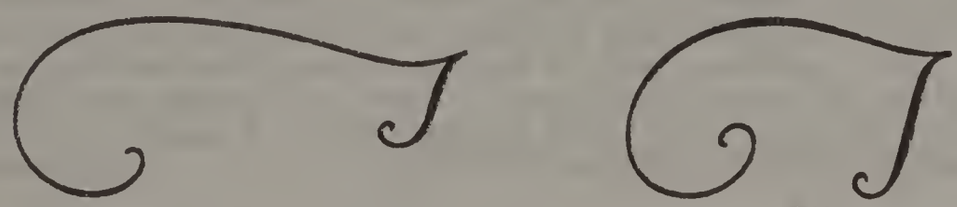
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected
ABCDEFGHIJKLMNOPQRSTU 1234567890



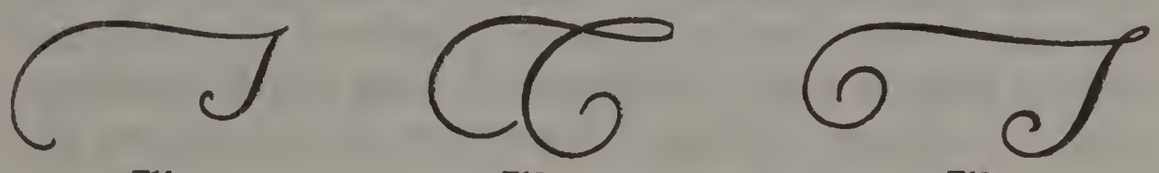
T4 T5 T6



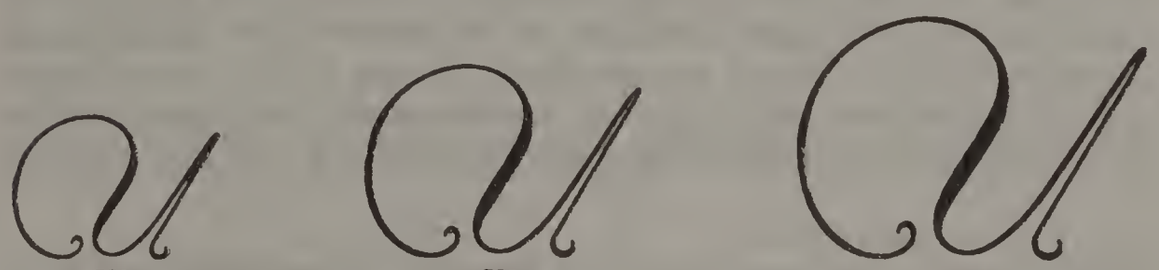
T7 T8



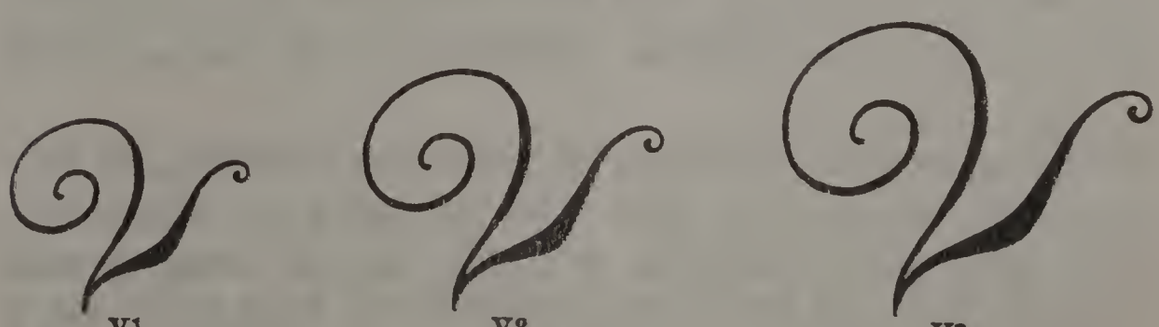
T9 T10



T11 T12 T13



U1 U2 U3



V1 V2 V3

COOPER BLACK

14-Point Cooper Black [*Leaded*]

When, in the course of human eve nts, it becomes necessary for one people to dissolve the political ban ds which have connected them wit ABCDEFGHIJKLMNOP 1234567890

18-Point Cooper Black [*Leaded*]

When, in the course of hu man events, it becomes nec essary for one people to di ABCDEFGHIJ 1234567890

24-Point Cooper Black [*Leaded*]

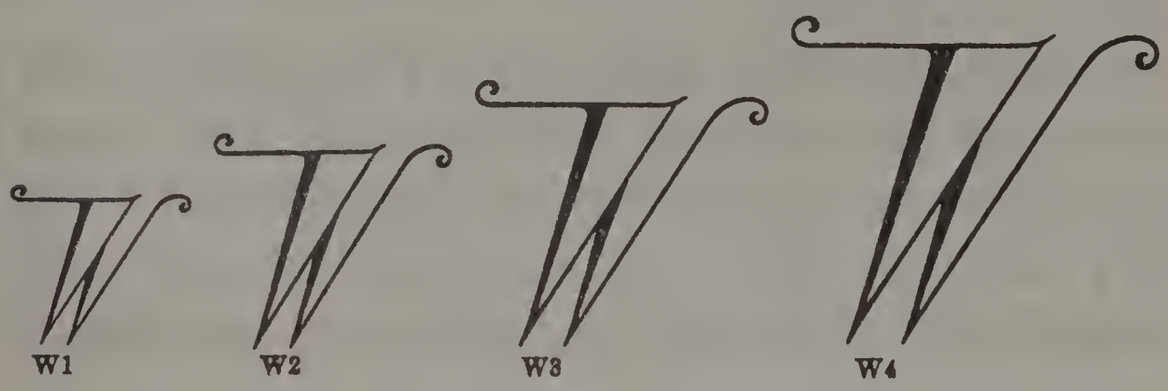
When, in the course of human events, it becomes necessary f ABCDEFGH 1234567

30-Point Cooper Black [*Leaded*]

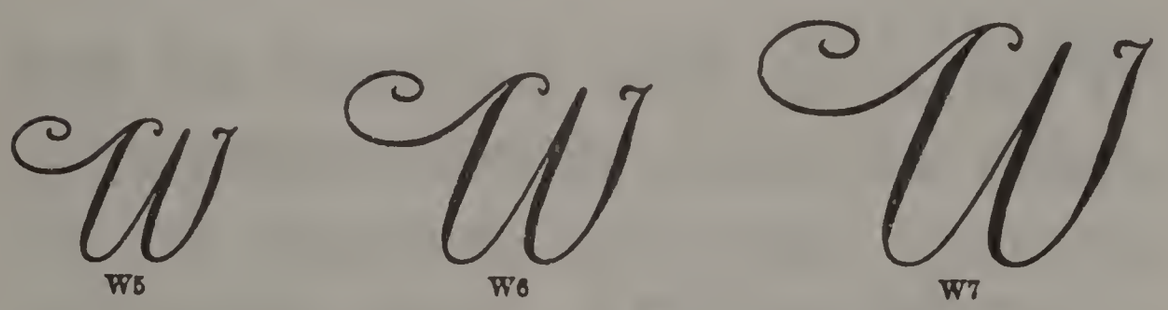
When, in the co ABCDEF 123456

36-Point Cooper Black [*Leaded*]

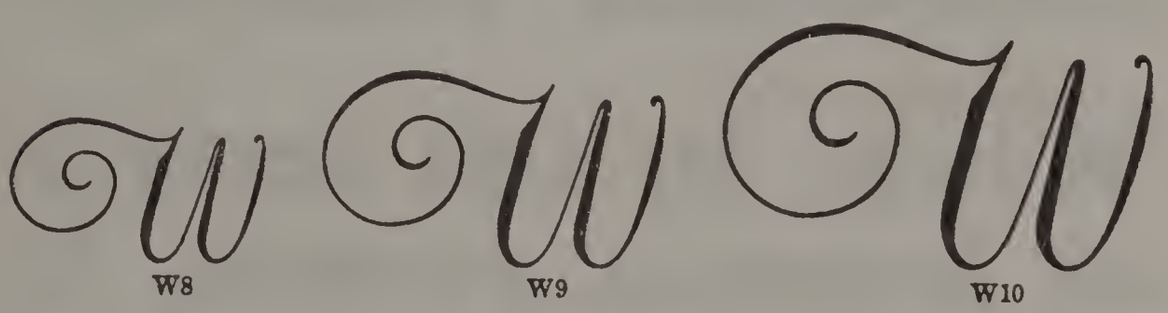
When, in the ABCDE 12345



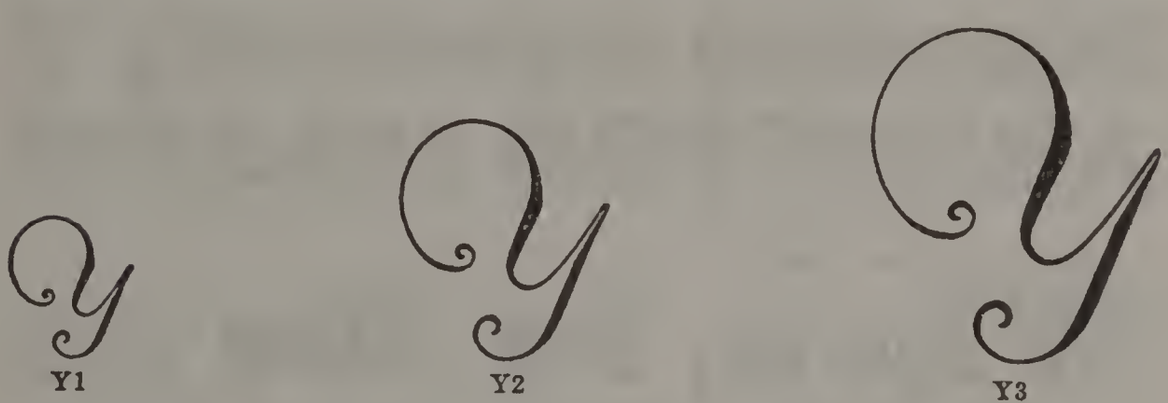
W1 W2 W3 W4



W5 W6 W7



W8 W9 W10



Y1 Y2 Y3

Y4 Y5

COOPER BLACK

48-Point Cooper Black

When, in t
he course
ABCD 123

60-Point Cooper Black

When,in
ABC 123

72-Point Cooper Black

When,i
AB 123

TYPE BORDERS

3-Point Teague Border No. 322

Can be made-up to any half-pica size

3-Point Teague Border No. 319

Can be made-up into multiples of three points

6-Point Rosa Border No. 5

Can be made-up to any half-pica size

6-Point Inland Border No. 641

Can be made-up into any half-pica size

6-Point Holiday Border

Can be made-up into any half-pica size

6-Point Engraver's Border

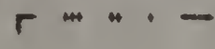
Can be made-up into many attractive borders,
but in rather limited sizes

6-Point Rosa Border No. 9

Can be made-up to any pica size

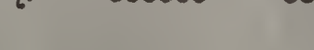
6-Point Running Border No. 2

Can be made-up best to any pica size, but small units make nearly any size possible



6-Point Panel Border No. 86

Can be made-up to any pica size

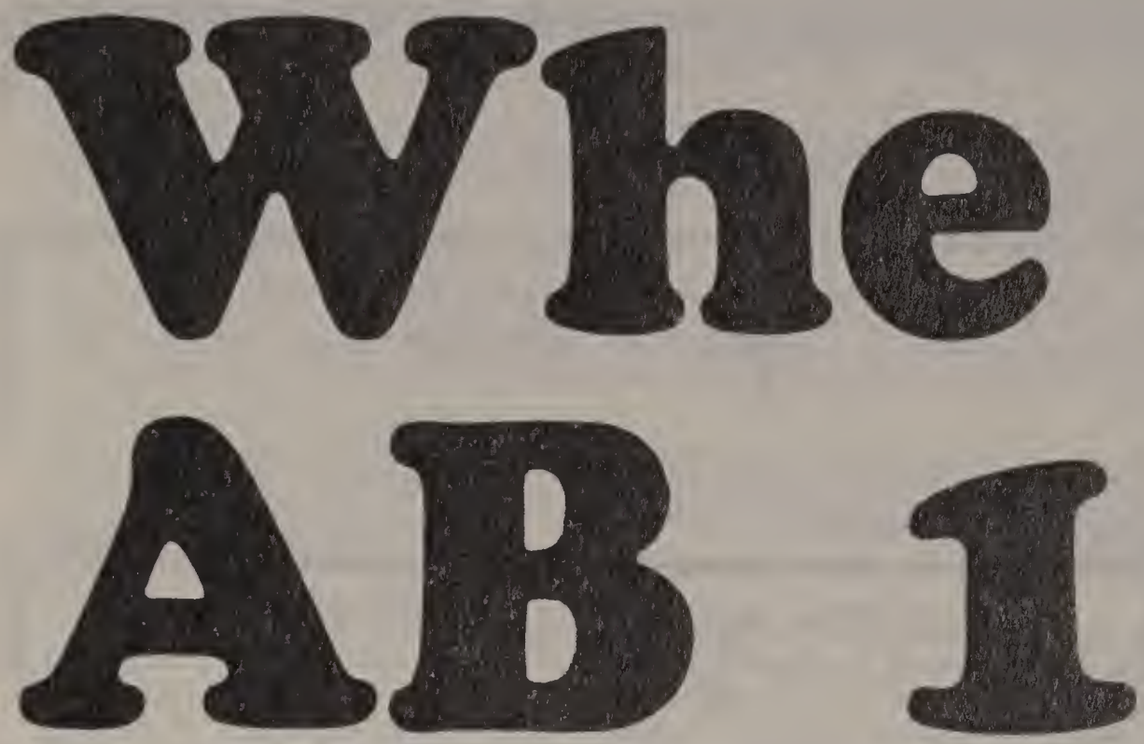


6-Point Panel Border No. 88

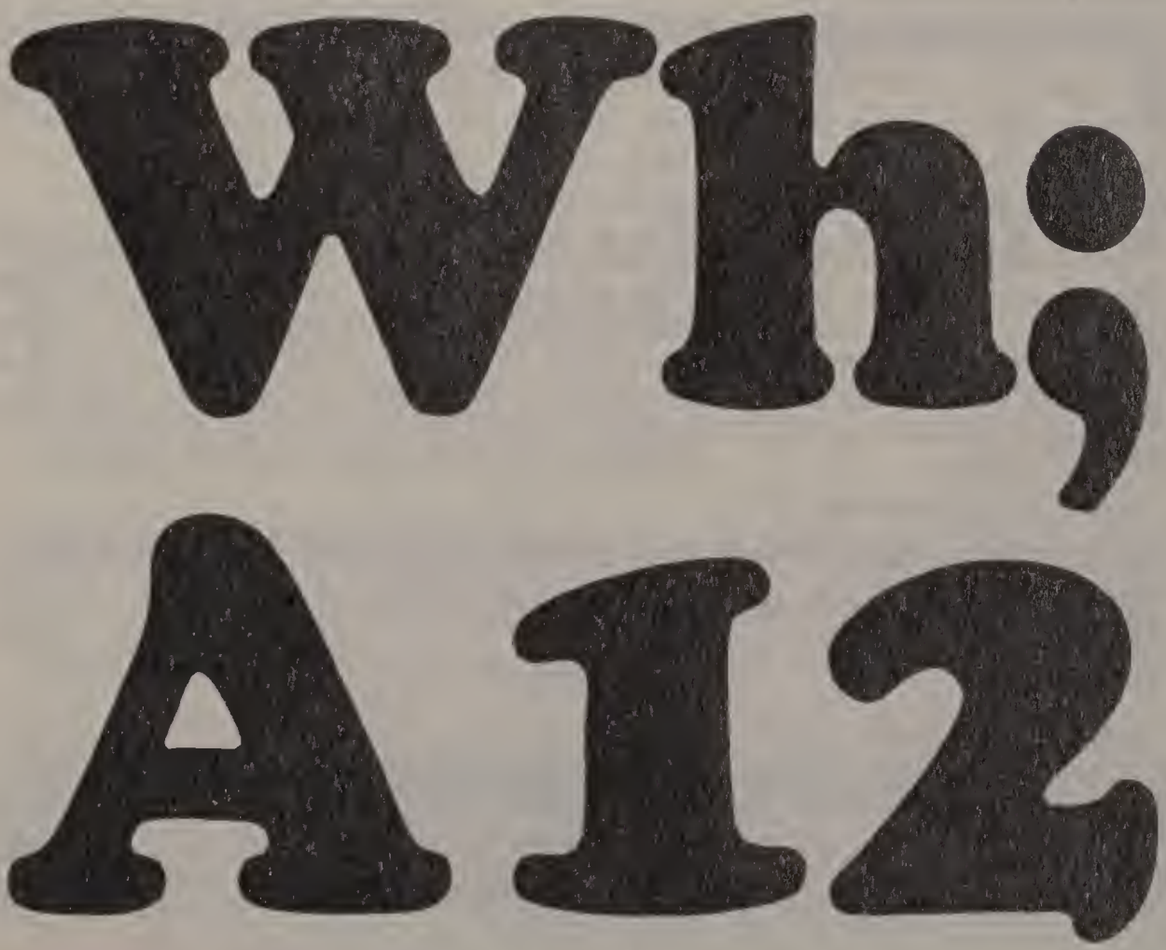
Can be made-up into multiples only of two picas, plus one pica for corners

COOPER BLACK

96-Point Cooper Black

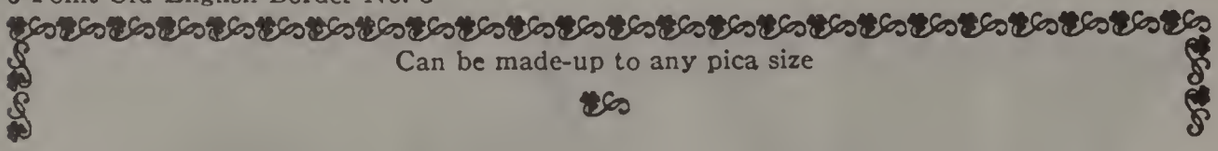


120-Point Cooper Black

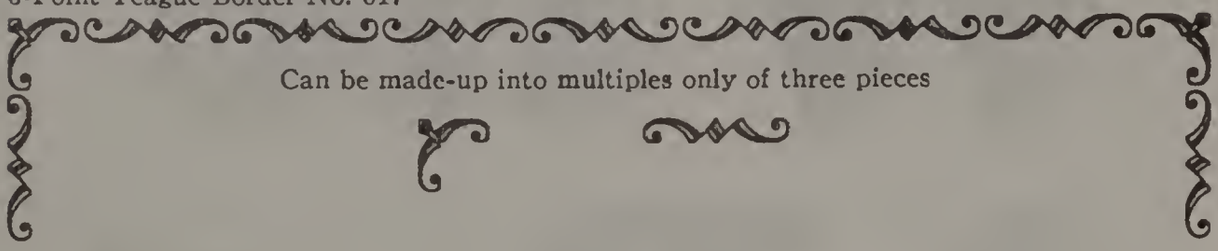


TYPE BORDERS

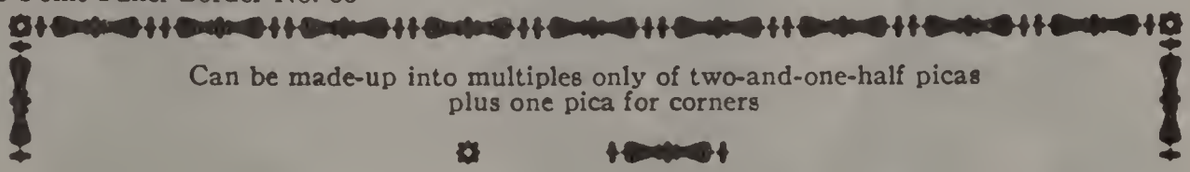
6-Point Old English Border No. 3



6-Point Teague Border No. 617

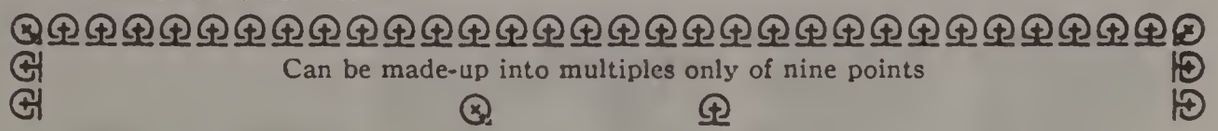


6-Point Panel Border No. 55

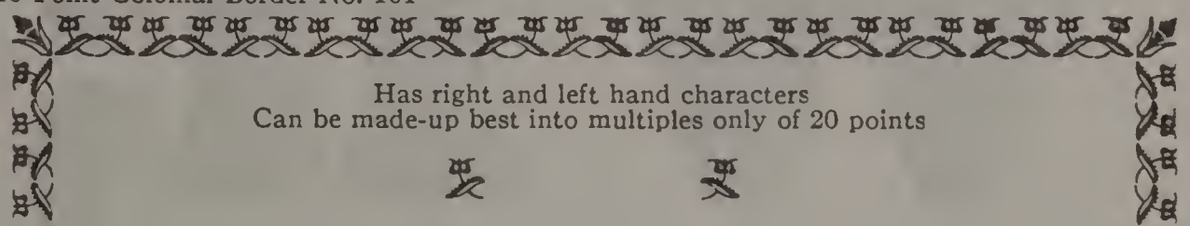


6-Point Newspaper Border No. 254

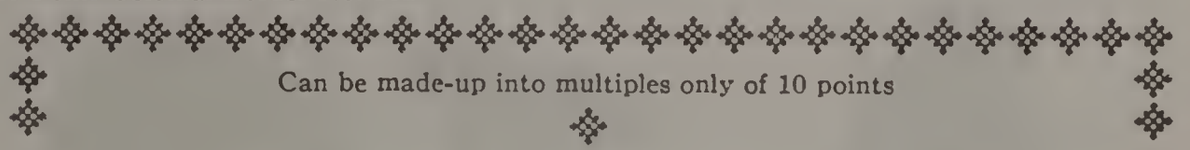
9-Point Parsons Border No. 902



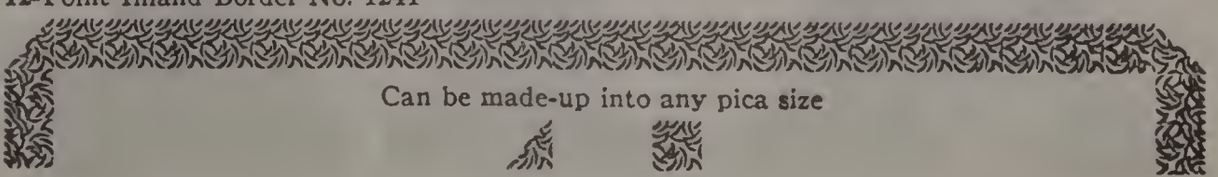
10-Point Colonial Border No. 101



10-Point Colonial Border No. 102



12-Point Inland Border No. 1241



FRANKLIN GOTHIC

4-Point Franklin Gothic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the

4-Point Franklin Gothic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

5-Point Franklin Gothic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should

5-Point Franklin Gothic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6-Point Franklin Gothic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare

6-Point Franklin Gothic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Franklin Gothic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect

8-Point Franklin Gothic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Franklin Gothic [*Leaded*]

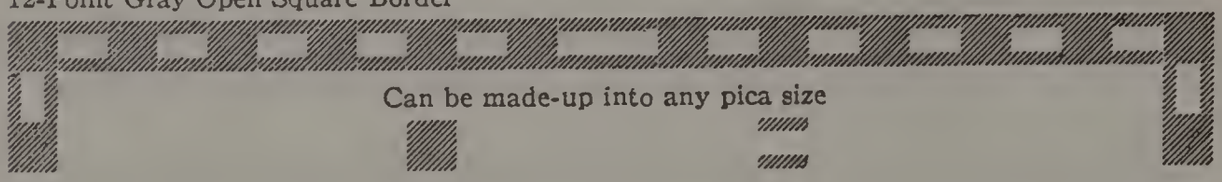
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

10-Point Franklin Gothic [*Solid*]

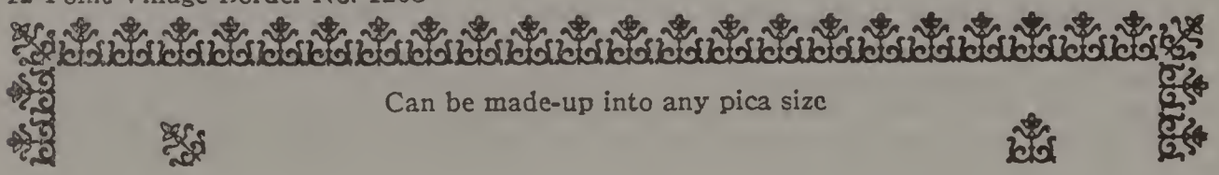
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVWX 1234567890

TYPE BORDERS

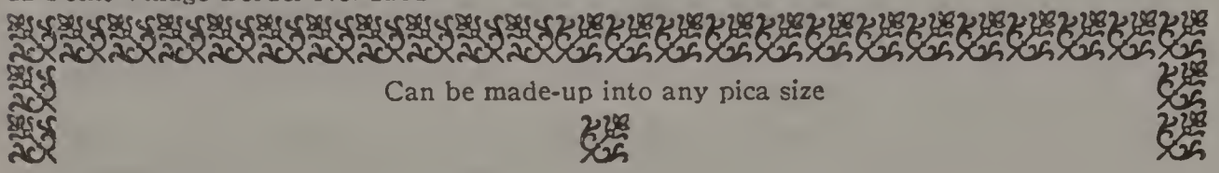
12-Point Gray Open Square Border



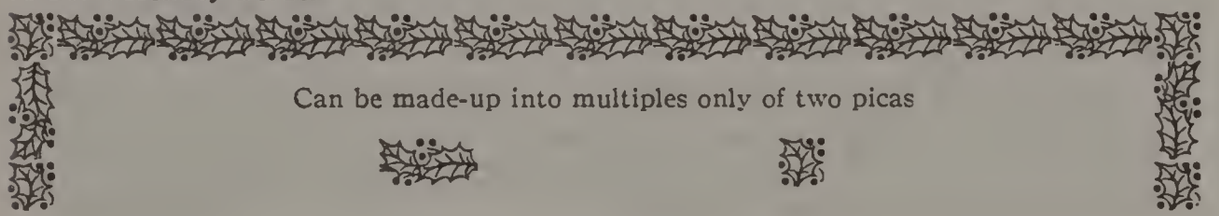
12-Point Village Border No. 1203



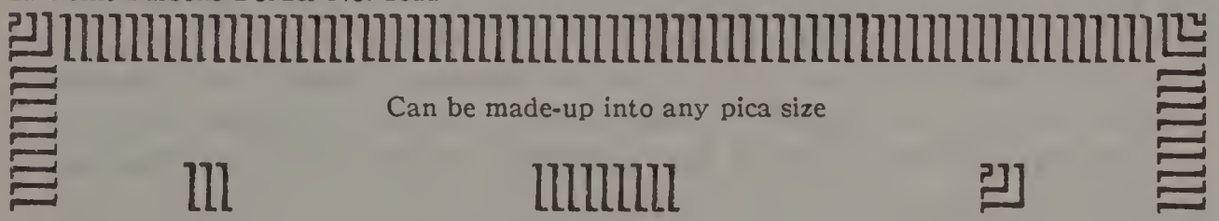
12-Point Village Border No. 1204



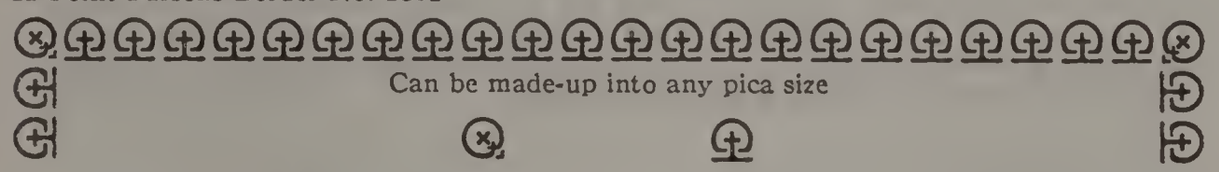
12-Point Holiday Border



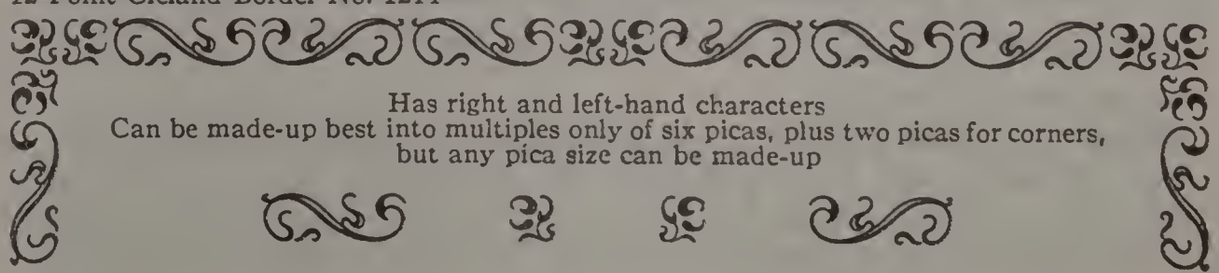
12-Point Parsons Border No. 1322



12-Point Parsons Border No. 1301



12-Point Cleland Border No. 1214



12-Point Franklin Gothic [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them

12-Point Franklin Gothic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them
ABCDEFGHIJKLMNOPQRSTU 1234567890

14-Point Franklin Gothic [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which
ABCDEFGHIJKLMNOP 1234567890

18-Point Franklin Gothic

When, in the course of human events, it becomes necessary
ABCDEFGHIJK 1234567890

24-Point Franklin Gothic

When, in the course of human events, it beco
ABCDEF 1234567890

30-Point Franklin Gothic

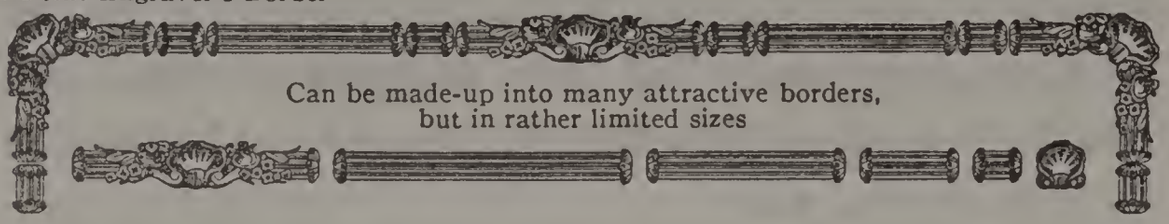
When, in the course
ABCD1234567890

36-Point Franklin Gothic

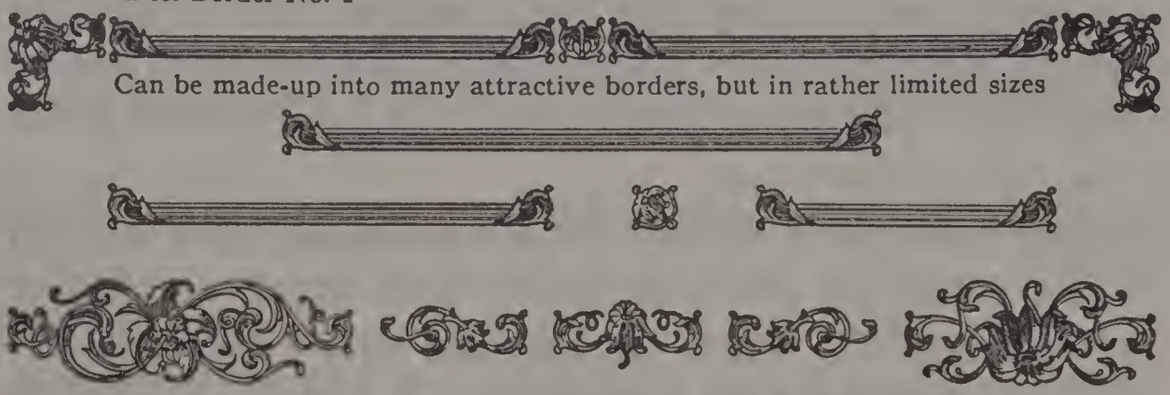
When, in the cou
ABCDE 123456

TYPE BORDERS

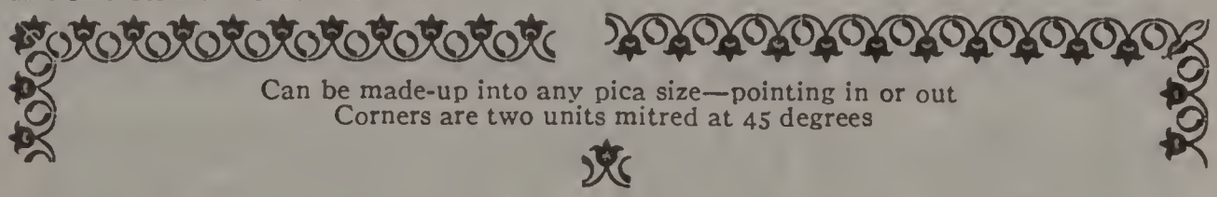
12-Point Engraver's Border



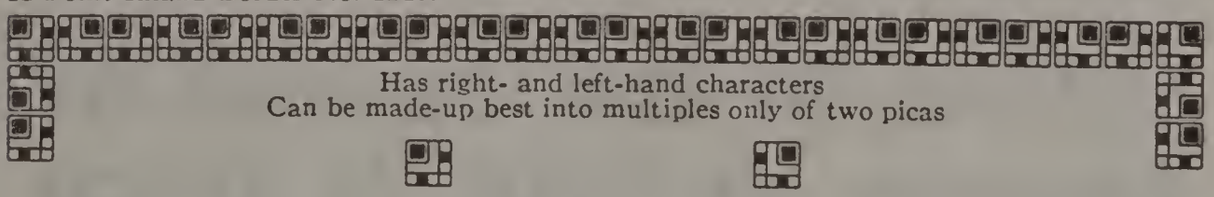
12-Point Haftel Border No. 1



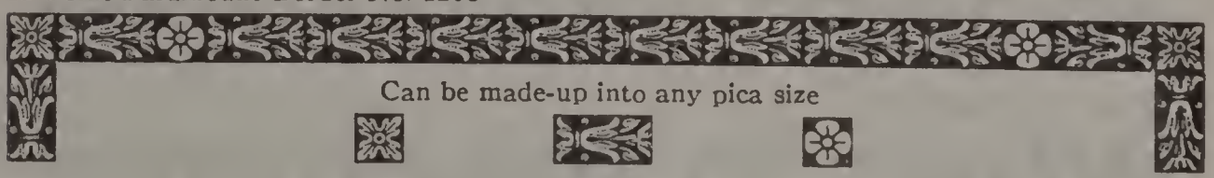
12-Point Cloister Border No. 1236



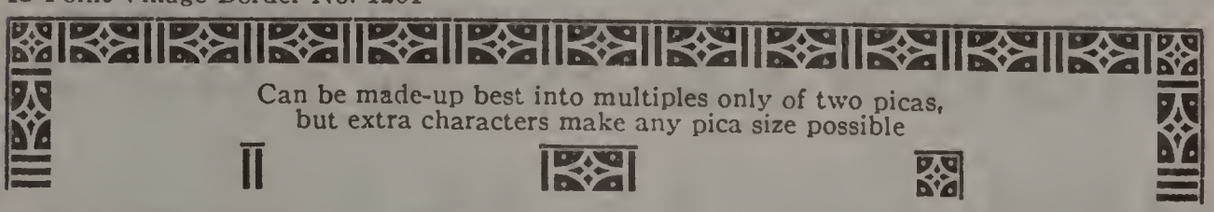
12-Point Inland Border No. 1240.



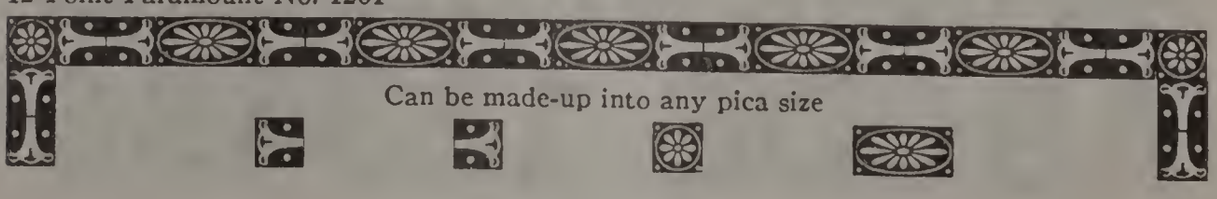
12-Point Paramount Border No. 1203



12-Point Village Border No. 1201



12-Point Paramount No. 1201



42-Point Franklin Gothic

When, in the c
ABCD 12345

48-Point Franklin Gothic

When, in the
ABC 12345

60-Point Franklin Gothic

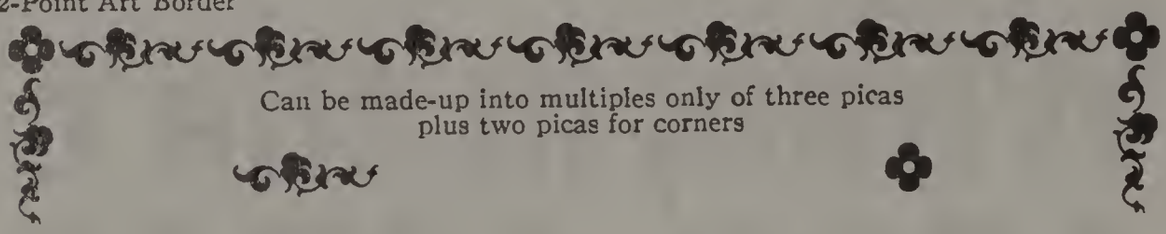
When, in t
ABC 123

72-Point Franklin Gothic

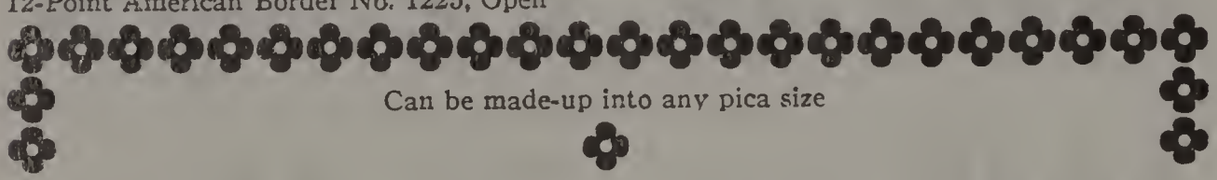
When, i
AB 123

TYPE BORDERS

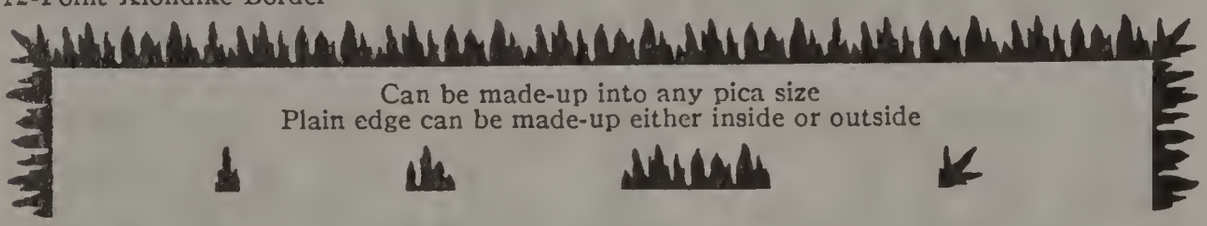
12-Point Art Border



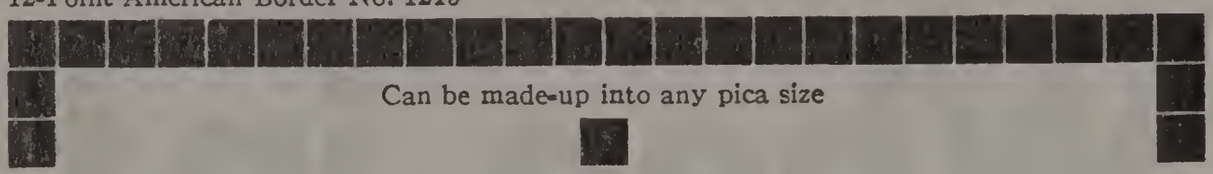
12-Point American Border No. 1225, Open



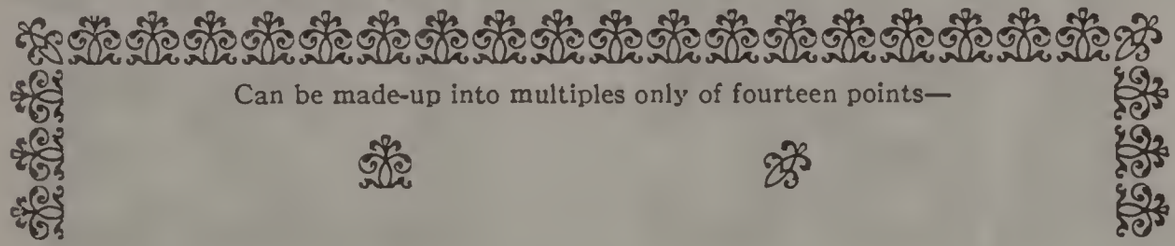
12-Point Klondike Border



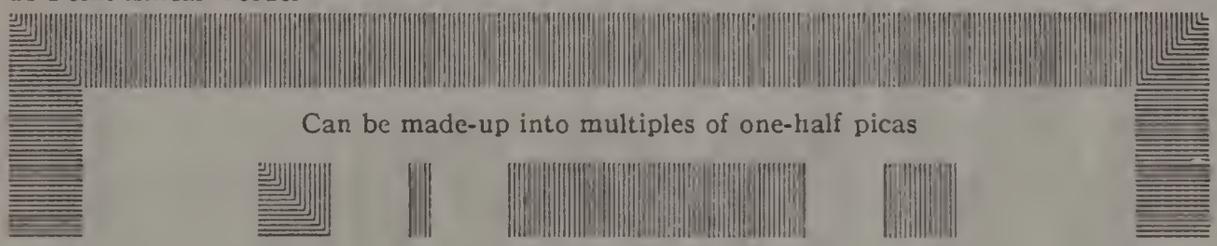
12-Point American Border No. 1219



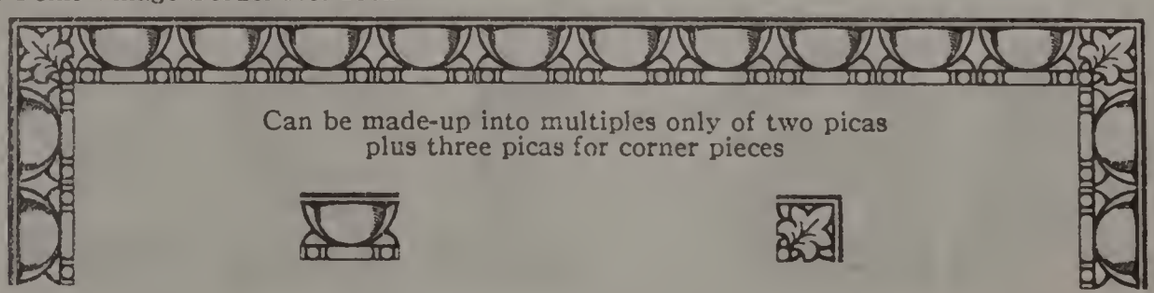
14-Point Colonial Border No. 141



18-Point Linear Border



18-Point Village Border No. 1802



CENTURY EXPANDED

4-Point Century Expanded [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men

4-Point Century Expanded [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind require that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

5-Point Century Expanded [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal stations to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to

5-Point Century Expanded [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

6-Point Century Expanded [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should

6-Point Century Expanded [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

7-Point Century Expanded [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the

7-Point Century Expanded [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVW 1234567890

8-Point Century Expanded [*Leaded*]

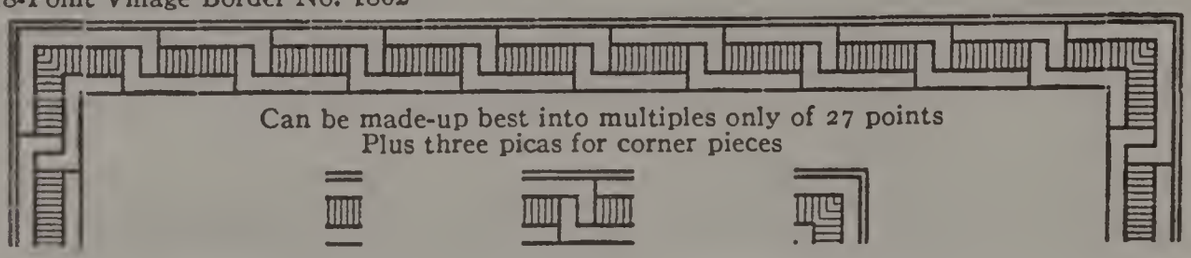
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God

8-Point Century Expanded [*Solid*]

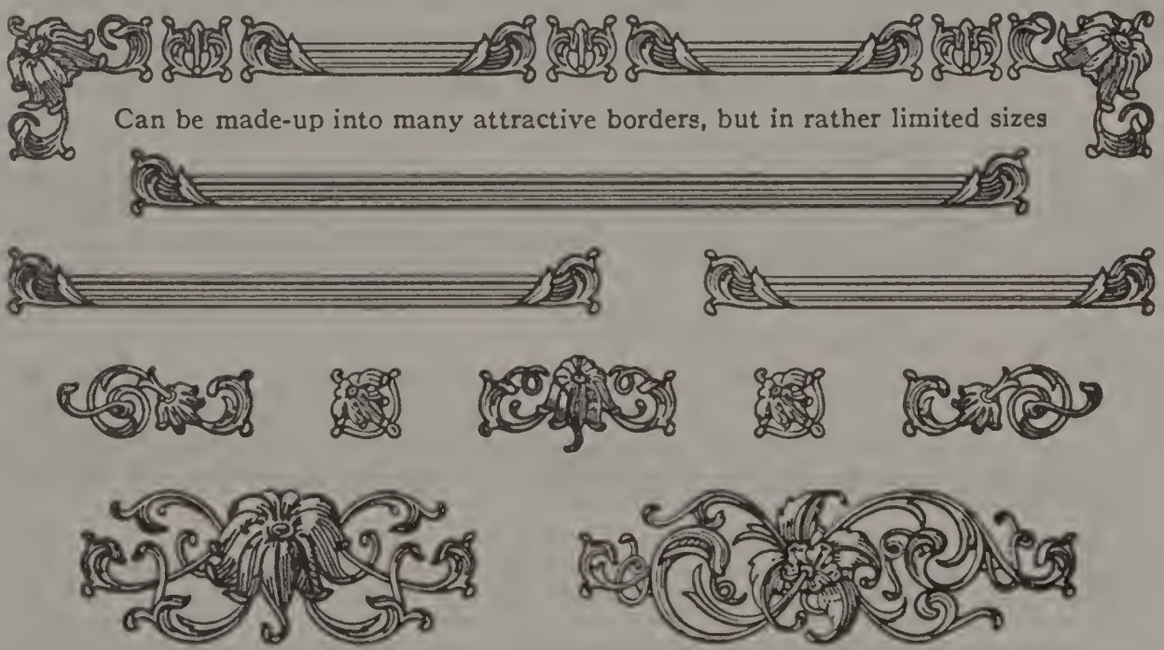
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLM 1234567890

TYPE BORDERS

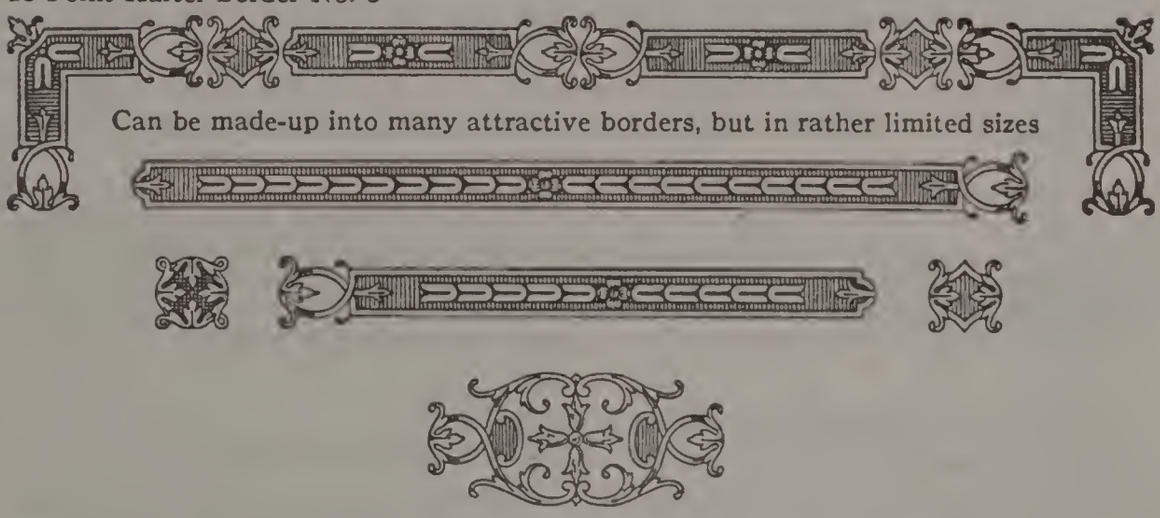
18-Point Village Border No. 1802



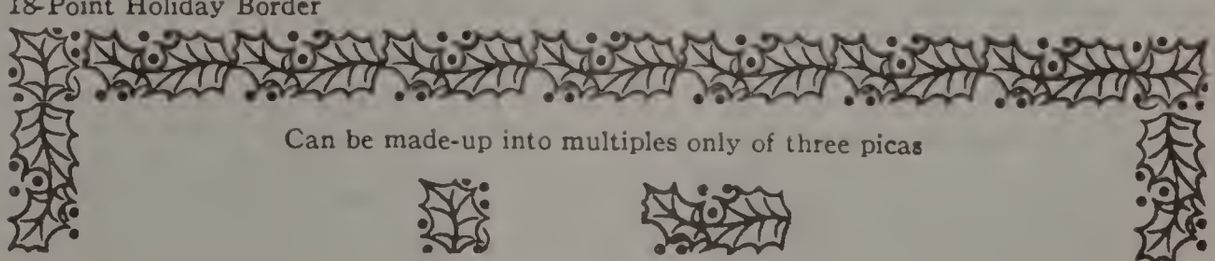
18-Point Haftel Border No. 2



18-Point Haftel Border No. 3



18-Point Holiday Border



CENTURY EXPANDED

10-Point Century Expanded [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have

10-Point Century Expanded [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have
ABCDEFGHIJKLMNOPQRSTUVW ABCDEFGH 1234567890

12-Point Century Expanded [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political

12-Point Century Expanded [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political
ABCDEFGHIJKLMNOPQRSTUVWX 1234567890

CENTURY EXPANDED ITALIC

4-Point Century Expanded Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

5-Point Century Expanded Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

6-Point Century Expanded Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

7-Point Century Expanded Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

8-Point Century Expanded Italic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

10-Point Century Expanded Italic

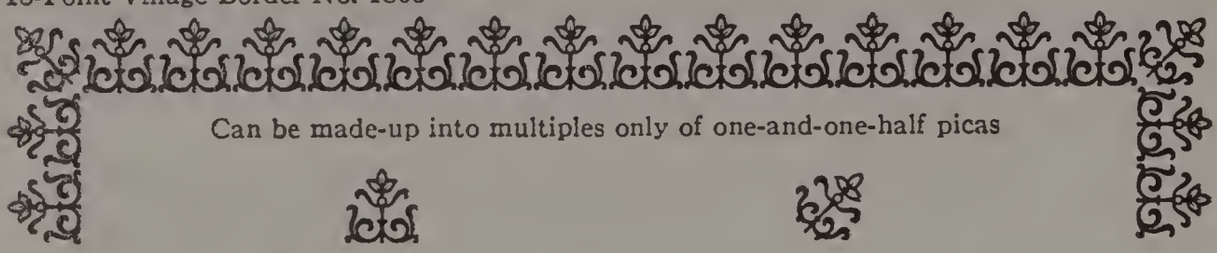
When, in the course of human events ,it becomes necessary for one people to dissolve the political bands which have con-
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

12-Point Century Expanded Italic

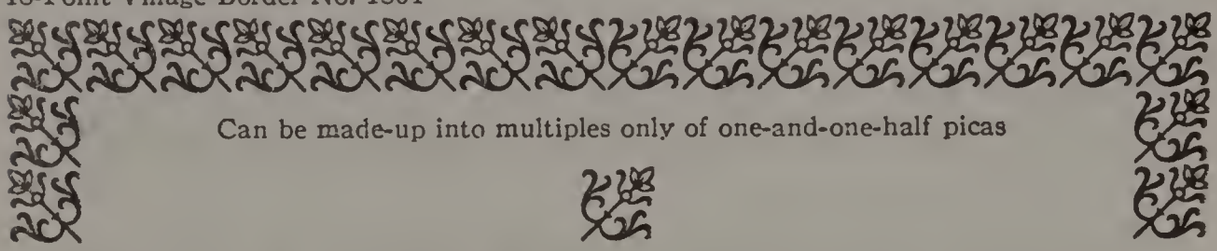
When, in the course of human events, it becomes necessary for one people to dissolve the political bands
ABCDEFGHIJKLMNOPQRSTUVW *1234567890*

TYPE BORDERS

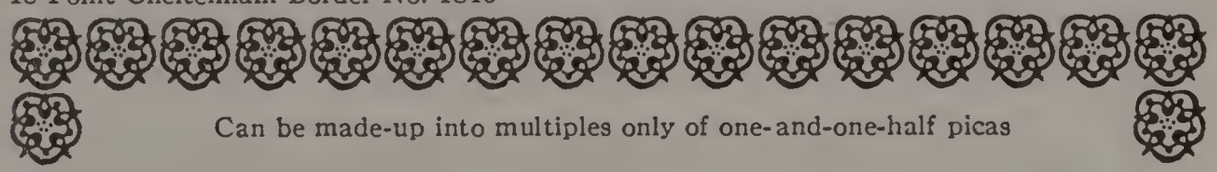
18-Point Village Border No. 1803



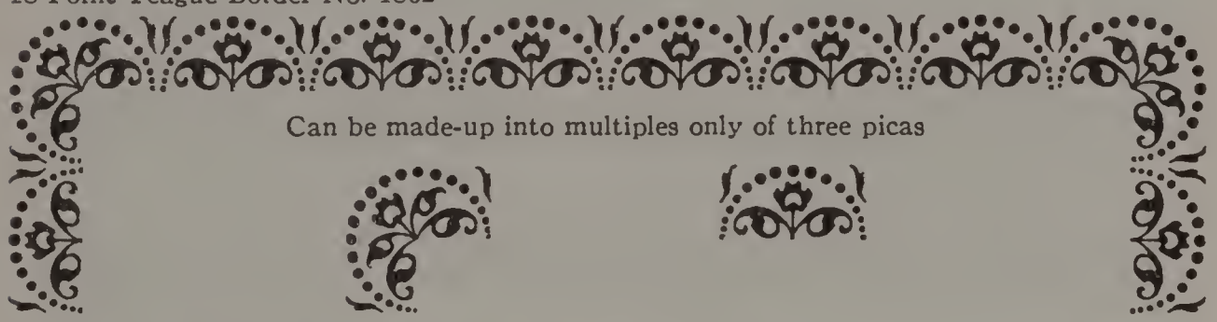
18-Point Village Border No. 1804



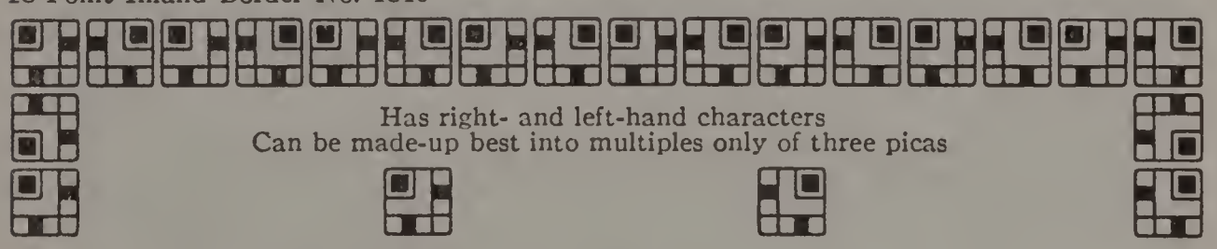
18-Point Cheltenham Border No. 1846



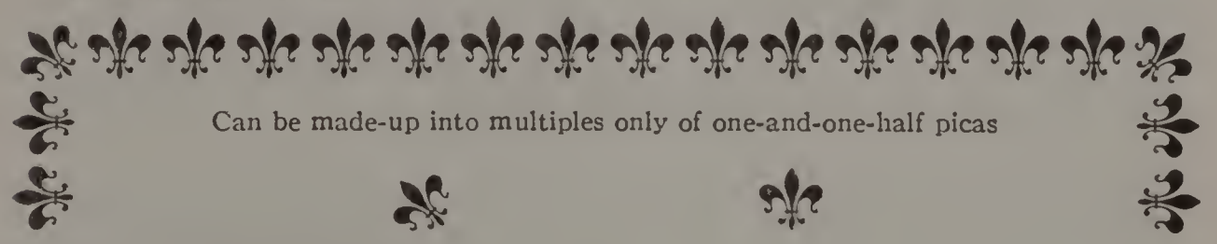
18-Point Teague Border No. 1802



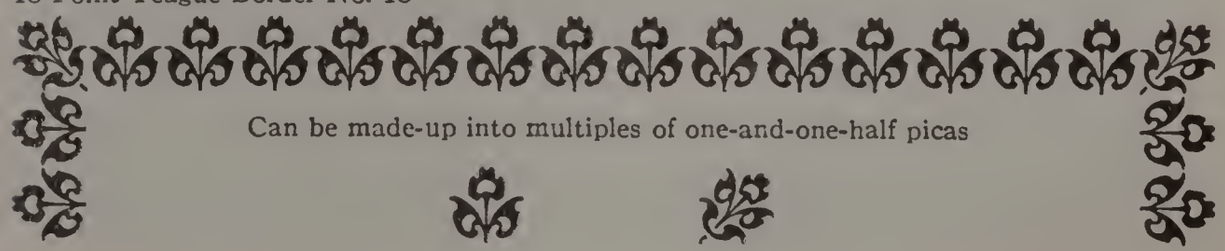
18-Point Inland Border No. 1840



18-Point American Border No. 1805



18-Point Teague Border No. 18



LIGHTLINE TITLE GOTHIC

6-Point Lightline Title Gothic No. 3

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECESSARY FOR ONE PEOPLE TO DISSOLVE THE POLITICAL BANDS WHICH HAVE CONNECTED THEM WITH ANOTHER, AND TO ASSUME AMONG THE POWERS OF THE EARTH, THE SEPARATE AND EQU 1234567890

6-Point Lightline Title Gothic No. 4

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECESSARY FOR ONE PEOPLE TO DISSOLVE THE POLIT ICAL BANDS WHICH HAVE CONNECTED THEM WITH, ANOTHER AND TO ASSU ME AMONG THE POWERS 1234567890

ALTERNATE GOTHIC

6-Point Alternate Gothic

When, in the coorse of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Alternate Gothic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Alternate Gothic

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the ABCDEFGHIJKLMNOPQRSTU 1234567890

COPPERPLATE GOTHIC

6-Point Copperplate Gothic No. 1

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECESSARY FOR ONE PEOPLE TO DISSOLVE THE POLITICAL BANDS WHICH HAVE CONNECTED THEM WITH ANOTH 1234567890

6-Point Copperplate Gothic No. 2

WHEN, IN THE COURSE OF HUMAN EVEN TS, IT BECOMES NECESSARY FOR ONE PEOPLE TO DISSOLVE THE POLITICAL BANDS WHICH HAVE CONN 1234567890

6-Point Copperplate Gothic No. 3

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECESSARY FOR ONE PEOPLE TO DISSOLVE THE POLITICAL BANDS W 1234567890

6-Point Copperplate Gothic No. 4

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOME S NECESSARY FOR ONE PEO PLE TO DISSOL 1234567890

12-Point Copperplate Gothic No. 1

WHEN, IN THE COURSE OF HUMAN EVENTS, IT BECOMES NECESSARY FOR ONE 1234567890

12-Point Copperplate Gothic No. 2

WHEN, IN THE COU RSE OF HUMAN EV ENTS, IT BECOMES NECESSARY FOR O NE TO 1234567890

12-Point Copperplate Gothic No. 3

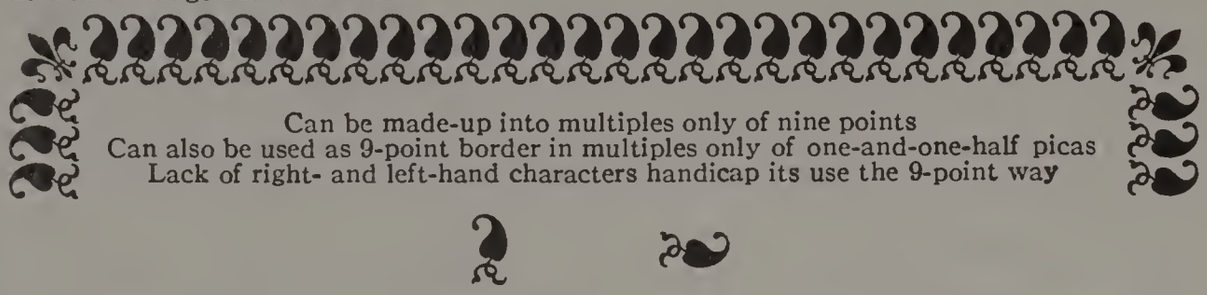
WHEN, IN THE C OURSE OF HUM AN EVENTS, IT B ECOMES NECES SAR 1234567890

12-Point Copperplate Gothic No. 4

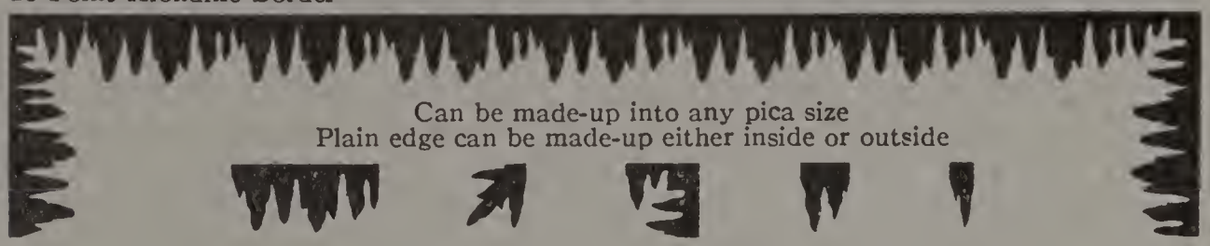
WHEN, IN THE COURSE OF H UMAN EVENTS, IT BECOMES N E 1234567890

TYPE BORDERS

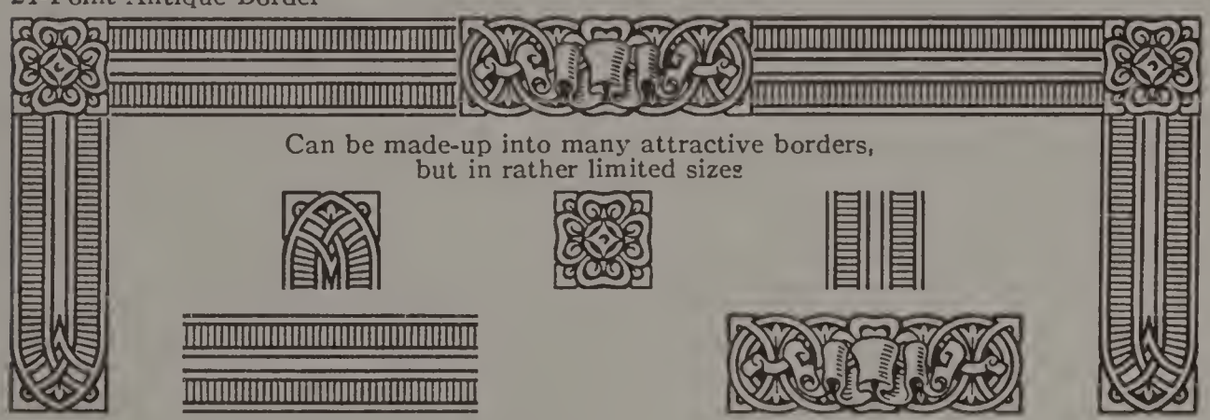
18-Point Village Floret Border



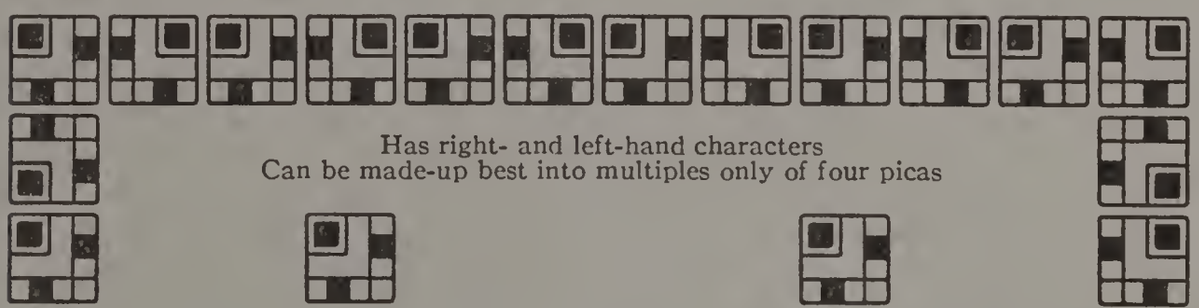
18-Point Klondike Border



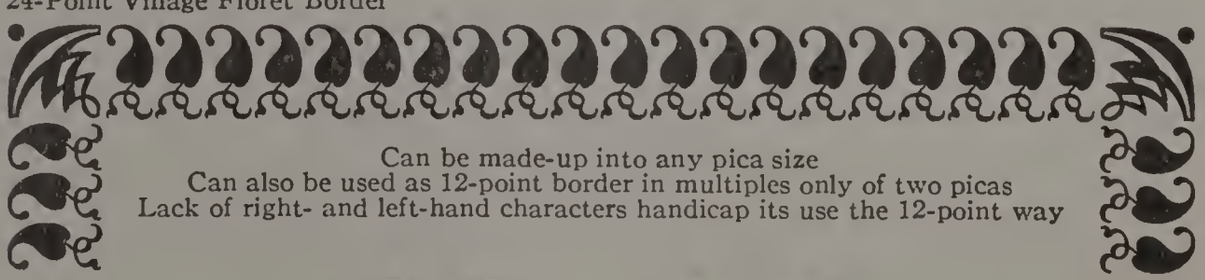
24-Point Antique Border



24-Point Inland Border No. 3640

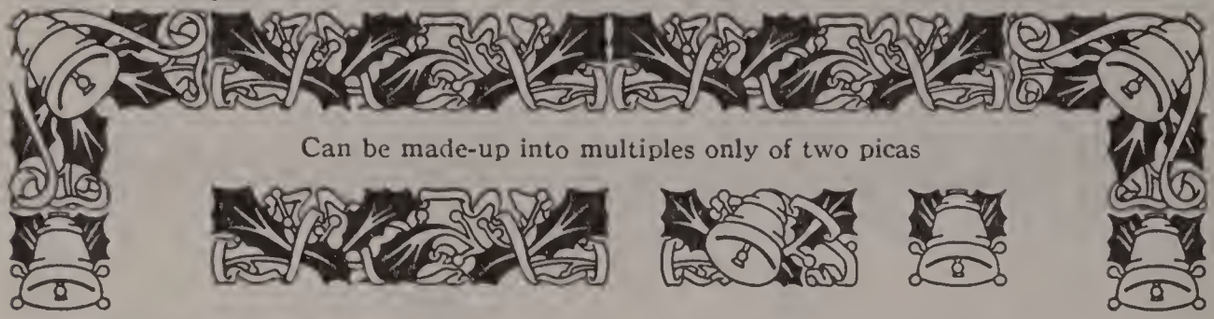


24-Point Village Floret Border



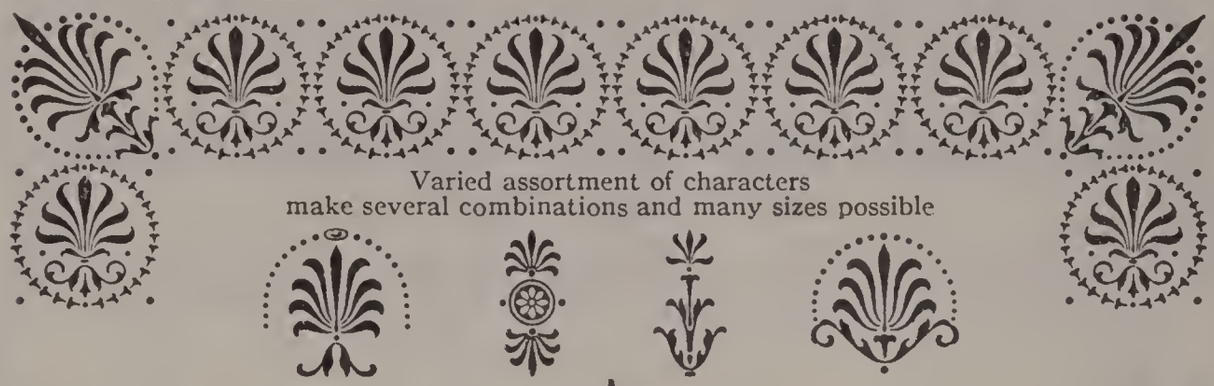
TYPE BORDERS

24-Point Holiday Border



Can be made-up into multiples only of two picas

36-Point Adam Border No. 1

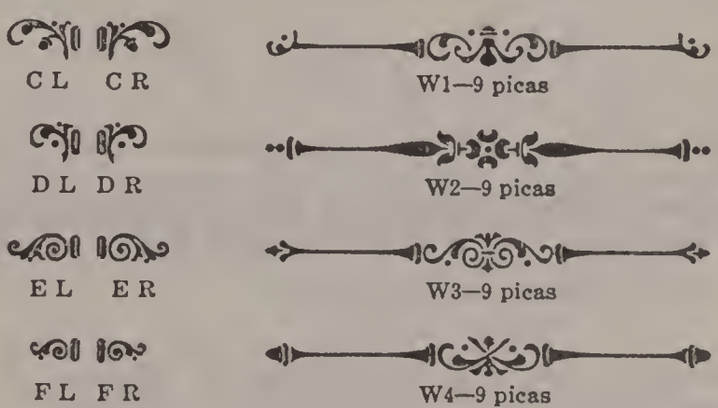


Varied assortment of characters
make several combinations and many sizes possible

Jaquish Ornaments, Dashes, Brackets (Also 8-Point—⅓ Reduction)

A

B—6 picas



C L C R

W1—9 picas

G

D L D R

W2—9 picas

H

E L E R

W3—9 picas

I

F L F R

W4—9 picas

J L J R

X1—7 picas

K

Y1—5 picas

X2—7 picas

Y2—5 picas

X3—7 picas

M

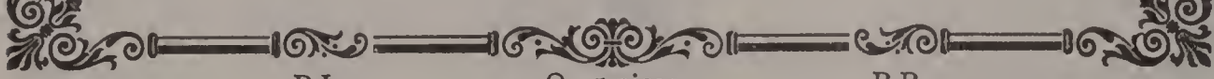
Y3—5 picas

X4—7 picas

N

Y4—5 picas

Q—10-pt. S—14-pt. T—18-pt. U—12-pt. V—8-pt.

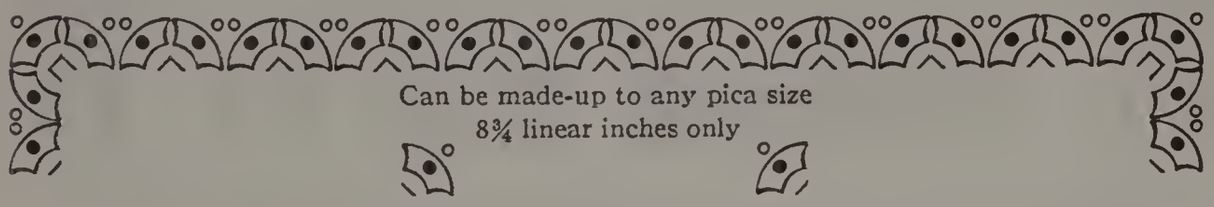


P L O—5 picas P R

IMPORTED FRENCH BORDERS

NOTE—These imported borders are limited in quantity, some being only 8 inches in length, but many combinations can be had, thus making possible a border of a given size.

No. 900-A

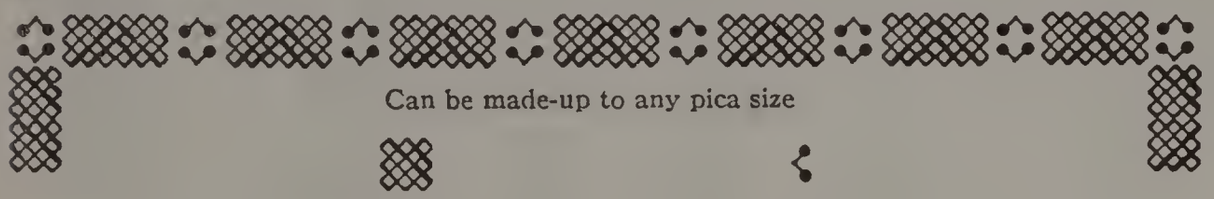


Can be made-up to any pica size
8¾ linear inches only

No. 9

No. 10

No. 901-B

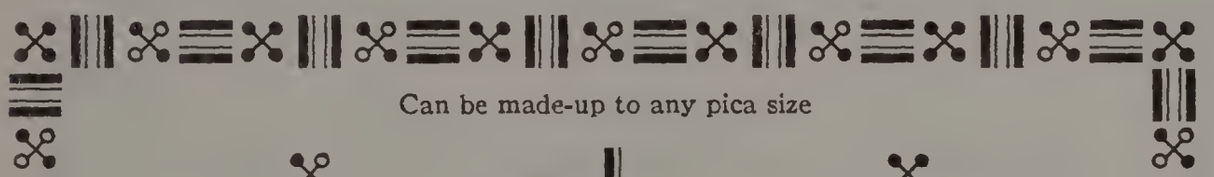


Can be made-up to any pica size

No. 11

No. 6

No. 902-C



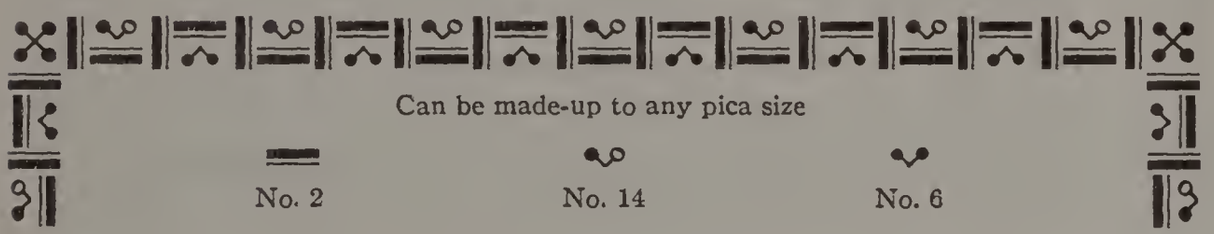
Can be made-up to any pica size

No. 12

No. 2

No. 13

No. 903-D



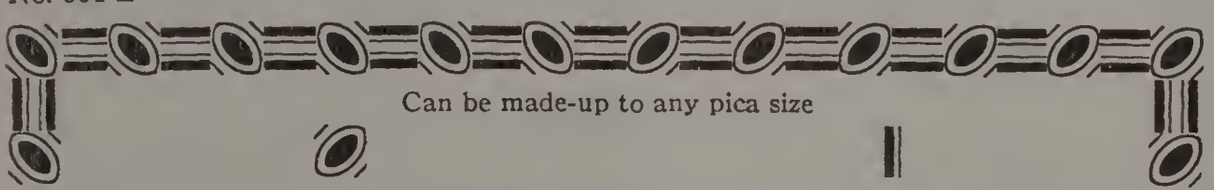
Can be made-up to any pica size

No. 2

No. 14

No. 6

No. 904-E

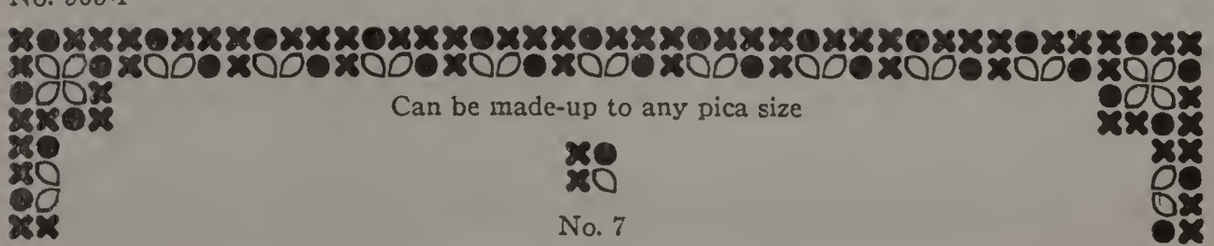


Can be made-up to any pica size

No. 1

No. 2

No. 905-F

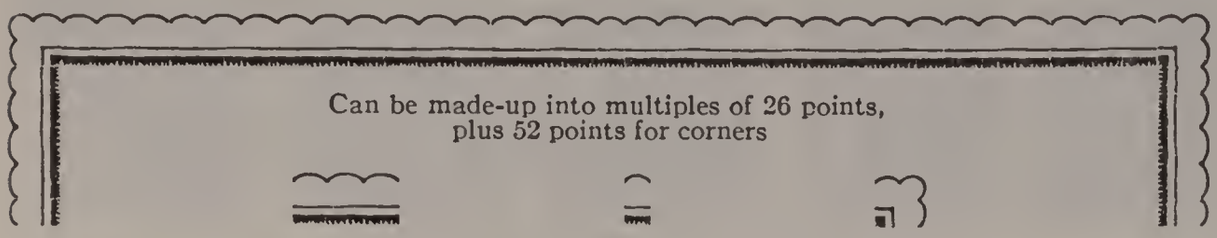


Can be made-up to any pica size

No. 7

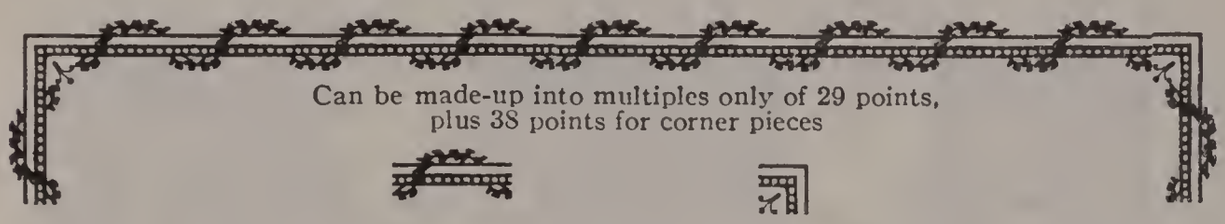
IMPORTED FRENCH BORDERS

No. 906-G



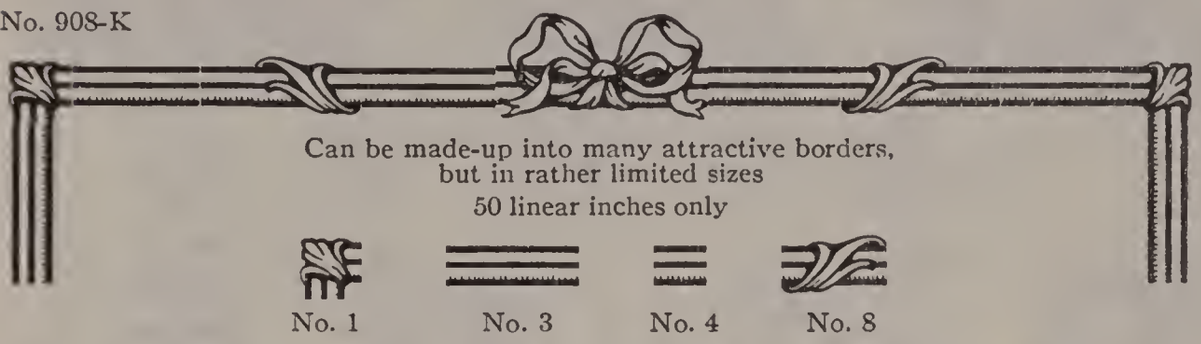
Can be made-up into multiples of 26 points,
plus 52 points for corners

No. 907-H



Can be made-up into multiples only of 29 points,
plus 38 points for corner pieces

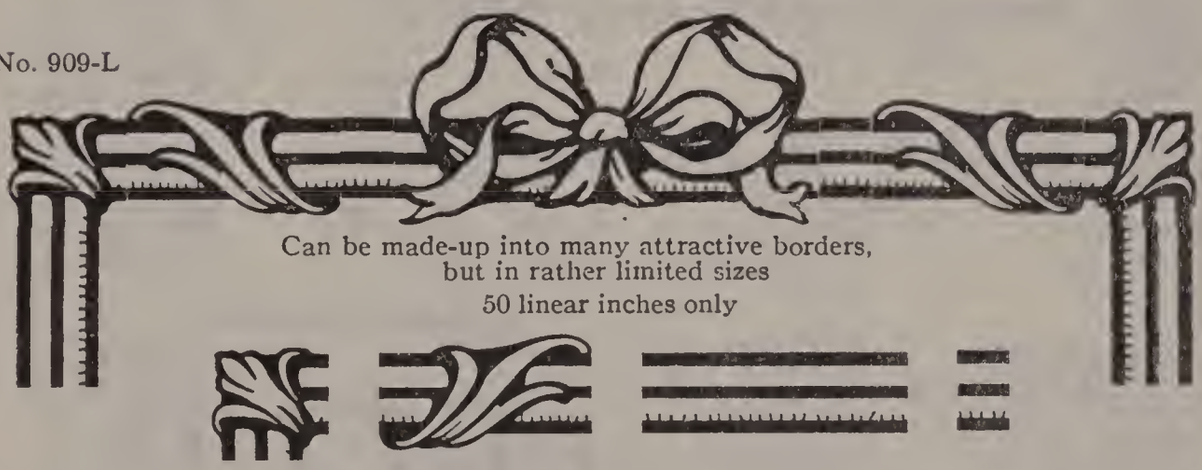
No. 908-K



Can be made-up into many attractive borders,
but in rather limited sizes
50 linear inches only

No. 1 No. 3 No. 4 No. 8

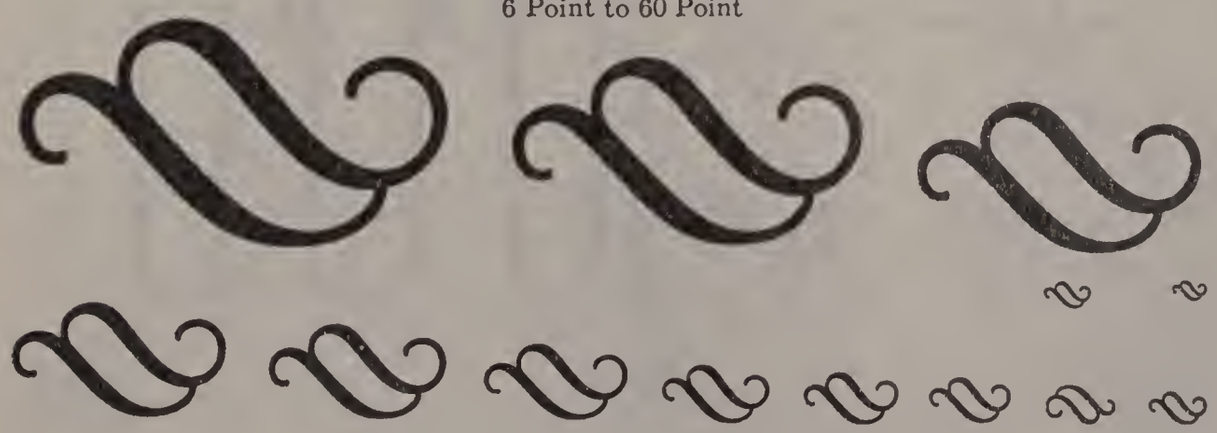
No. 909-L



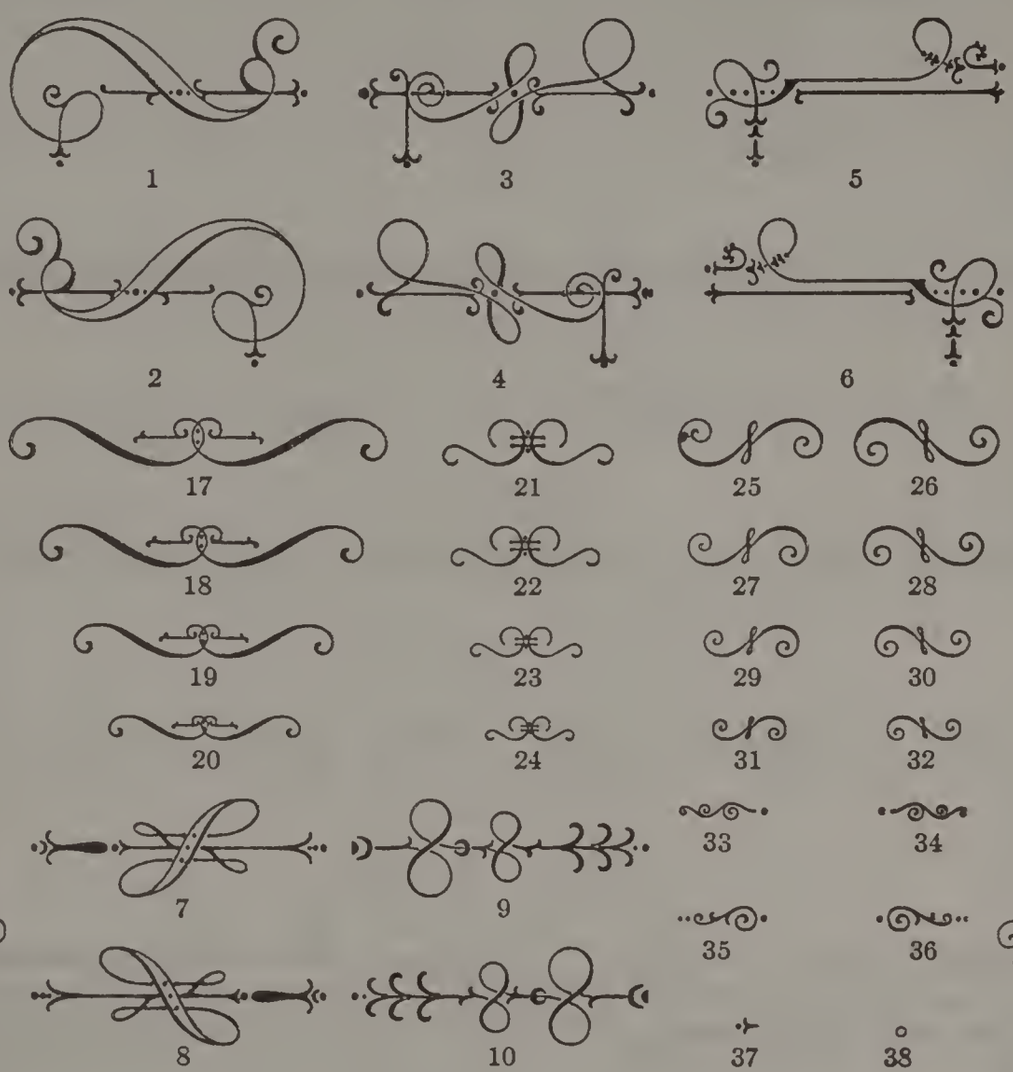
Can be made-up into many attractive borders,
but in rather limited sizes
50 linear inches only

COOPER ORNAMENTS

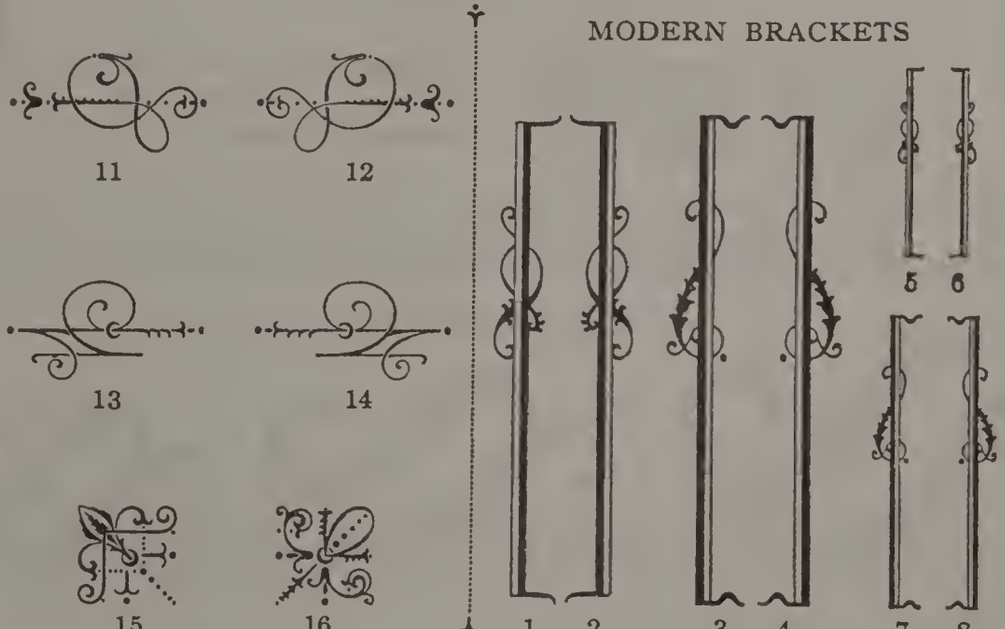
6 Point to 60 Point



MODERN FLOURISHES



MODERN BRACKETS



DECORATIVE INITIALS

48-Point Cloister Initials

Also all the other twenty-one letters of alphabet

72-Point Cloister Initials

Also all the other twenty-three letters of alphabet

48-Point Dutch Initials

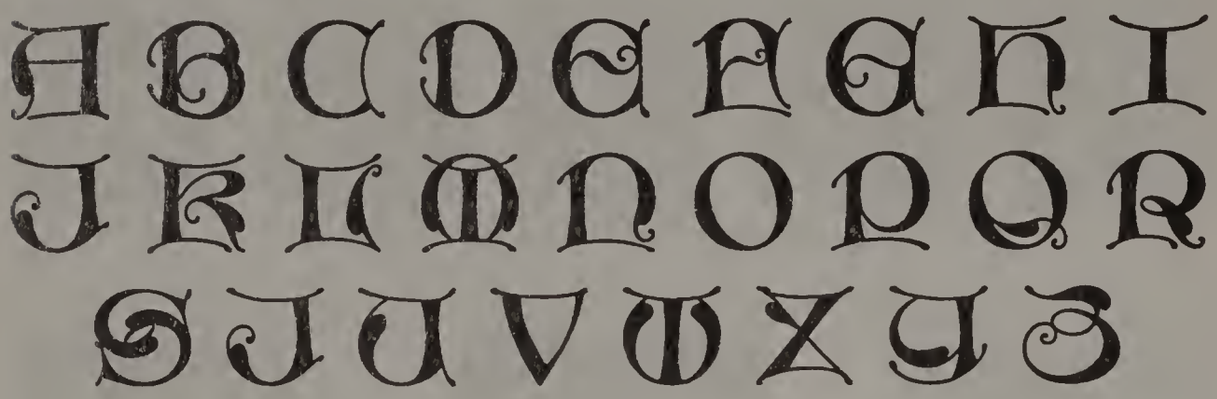
Also all the other fourteen letters of alphabet

96-Point Dutch Initials

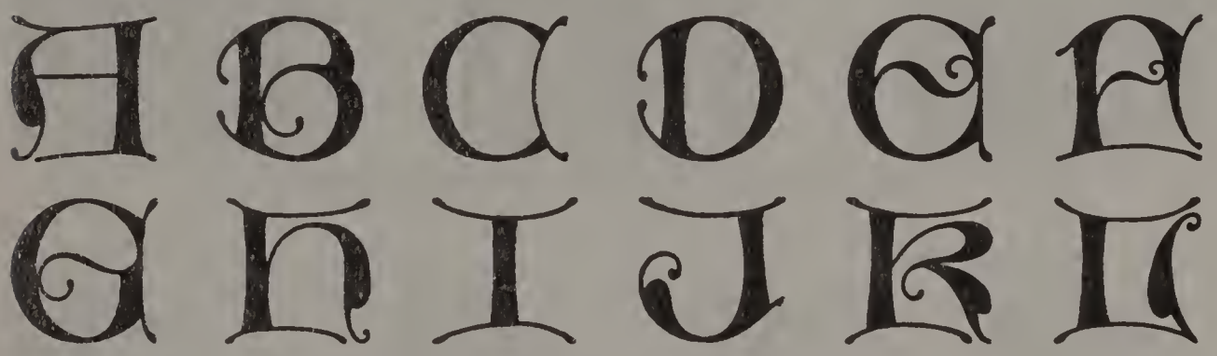
Also all the other twenty-three letters of alphabet

DECORATIVE INITIALS

24-Point Missal Initials



36-Point Missal Initials



Also all the other fourteen letters of alphabet

48-Point Missal Initials

Also all the other twenty-one letters of alphabet

36-Point Burford Initials

Also all the other twenty letters of alphabet

48-Point Burford Initials

Also all the other twenty-one letters of alphabet

MONO TYPE

WITH WHICH WE
"PROVE IT WITH PROOFS"
IN TYPOGRAPHY
FOR ADVERTISEMENTS

FREDERIC NELSON PHILLIPS, Inc.
"Typographers Who Prove It With Proofs"
314 East Twenty-Third Street
New York

MONOTYPE FACES

WITH WHICH WE
"PROVE IT WITH PROOFS"
IN TYPOGRAPHY
FOR ADVERTISEMENTS

BY adding, to our already complete hand equipment, six of the latest and most advanced Monotype Typesetting Machines, a Monotype Sorts Caster and a Monotype Lead-and-Rule Caster, we are able to announce a revolution in setting up type and a revelation in bringing down cost for advertising composition.

These marvelous understudies for ten fingers, through the superior handling of our expert operators, almost think and cast metal with the mettle, sensitiveness and surety hitherto only possible to the human hand.

On many classes of work the saving of time and charges that we can effect our clients is very great with no surrender whatever of that individuality, virility and visibility upon which our reputation rests for composition that has no competition.

All the Monotype Faces shown on the following pages are available at all times in unlimited quantities because we have, in our own private matrix library, complete matrix equipment of everything shown here. Therefore, we have sufficient type always to completely set any number of advertisements.

Each Monotype Face is listed by the name of the foundry type to which it is very similar, together with the

Monotype number by which it is correctly known. This plan was adopted for the convenience of our clients in designating Monotype Faces from foundry type faces.

The copy for the specimens of the various types is the same throughout and the smaller sizes are shown both solid and leaded. These features are for comparative purposes. A glance will show you how one face or size compares with another.

In several of the medium and larger sizes there are words at the ends of lines divided incorrectly. The sacrifice of correctness was to gain nearly uniform spacing and to point out that those particular faces or sizes are not always practical (for the faces or sizes referred to) in the narrow width of line used here.

The borders are shown made-up as they can be used, with notations giving information which tells at a glance if the border selected is practical for the size required. Many can be made up into very attractive combinations if a little care and study is given. Consult us for suggestions of combinations.

The four last pages show a number of "stunts" which graphically illustrate the flexibility of spacing Monotype Faces. While they are purely "stunts" and require additional time, they are practical and can be used when necessary to secure special effects.

The installation of the Monotype, with its attendant economies, make Frederic Nelson Phillips, Inc., alike the choice of those who seek the genuinely fine in composition at moderate price and the stickler who demands the utmost finest in composition, unmindful of price.

FREDERIC NELSON PHILLIPS, INC.

CASLON OLD STYLE No. 337E

8-Point Caslon Old Style No. 337E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evi-

8-Point Caslon Old Style No. 337E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evi-

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678

10-Point Caslon Old Style No. 337E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal

10-Point Caslon Old Style No. 337E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJK 1234567890

12-Point Caslon Old Style No. 337E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers

12-Pt. Caslon Old Style No. 337E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers

ABCDEFGHIJKLMNOPQRSTUV ABCDEFG 1234567890

14-Point Caslon Old Style No. 337E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume am-

14-Point Caslon Old Style No. 337E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume am-

ABCDEFGHIJKLMNOPQRS ABCDEF 1234567890

MONOTYPE STRIP RULES

2M10L

2M31L

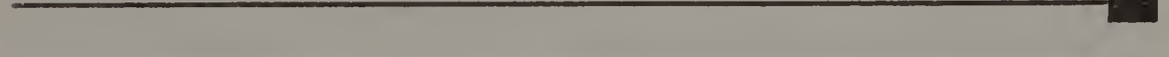
2M41L

6M10L

6M20L

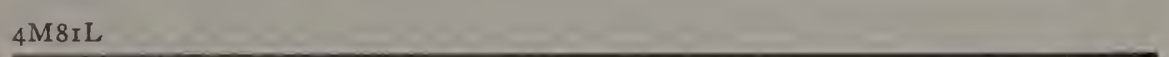
6M41L

3M61L

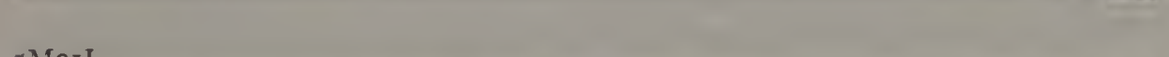


4M81L

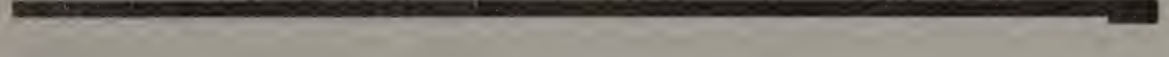
5M91L



6M95L

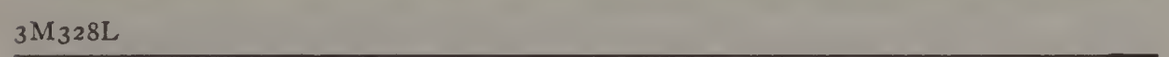


3M328L



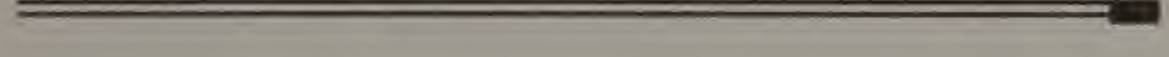
5M4481L

6M68L

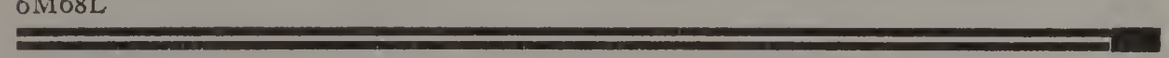


6M620L

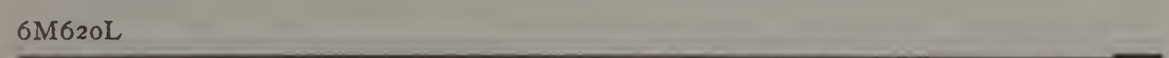
6M844L



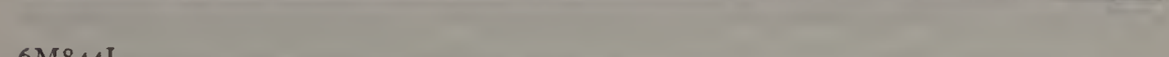
6M938L



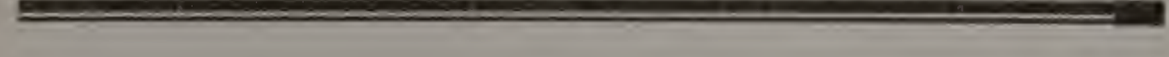
6M357L



7M961L



12M740L



18-Point Caslon No. 337

When, in the course of human events, it becomes necessary for one people to dis solve the political bands which have con nected them with another, and to assume
ABCDEFGHIJKLMNOP 1234567890

22-Point Caslon No. 337

When, in the course of human eve nts, it becomes necessary for people to dissolve the political bands which
ABCDEFGHIJKL 1234567890

24-Point Caslon No. 337

When, in the course of human events, it becomes necessary for people to dissolve the political
ABCDEFGHIJ 1234567890

30-Point Caslon No. 337

When, in the course of hu
ABCDEFGH 1234567890

36-Point Caslon No. 337

When, in the course
ABCDEFG 1234567

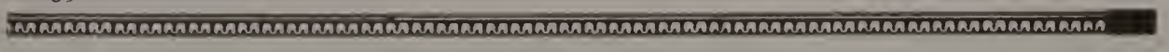
2M929N

6M760N

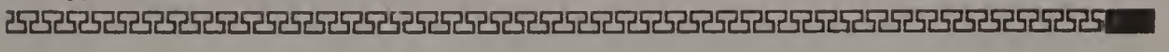
6M139N

6M593N

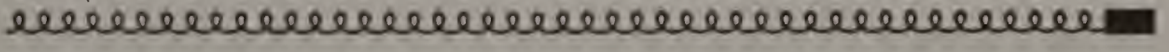
6M592N



6M157N



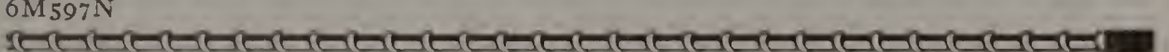
6M664N



6M768N

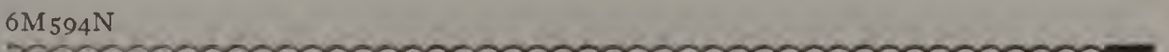
6M138N

6M597N

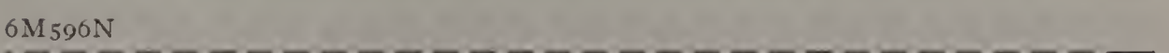


6M761N

6M594N



6M596N



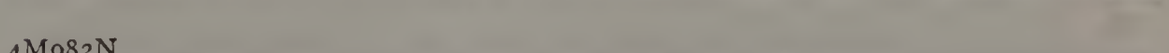
6M369N

6M641N

2M980N

5M985N

4M982N



8-Point Caslon Old Style No. 337G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created

8-Point Caslon Old Style No. 337G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Caslon Old Style No. 337G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which

10-Point Caslon Old Style No. 337G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Caslon Old Style No. 337G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth,

12-Point Caslon Old Style No. 337G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

14-Point Caslon Old Style No. 337G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

14-Point Caslon Old Style No. 337G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

MONOTYPE BORDERS

6-Point No. 402N

Can be made-up into any half-pica size

6-Point No. 403N

Can be made-up into any half-pica size

6-Point No. 771N. Corner 6-Point No. 772N

Can be made-up into any half-pica size

6-Point No. 158N. Corner 6-Point 443N

Can be made-up into any half-pica size

6-Point No. 807N

Can be made-up into any half-pica size

6-Point No. 66N

Can be made-up into any half-pica size

6-Point No. 443N

Can be made-up into any half-pica size

6-Point No. 480N

Can be made-up into any half-pica size

6-Point No. 270N

Can be made-up into any half-pica size

6-Point No. 251N

Can be made-up into any half-pica size

18-Point Caslon Italic No. 3371

When, in the course of human events, it bec
omes necessary for one people to dissolve the
political bands which have connected them
with another and to assume among the powers
ABCDEFGHIJKLMNOP 123456789

22-Point Caslon Italic No. 3371

When, in the course of human events, it
becomes necessary for one people to diss
olve the political bands which have con
ABCDEFGHIJKLM 1234567890

24-Point Caslon Italic No. 3371

When, in the course of human even
ts, it becomes necessary to dissolv
ABCDEFGHIJKL 123456789

30-Point Caslon Italic No. 3371

When, in the course of huma
ABCDEFGH 1234567890

36-Point Caslon Italic No. 3371

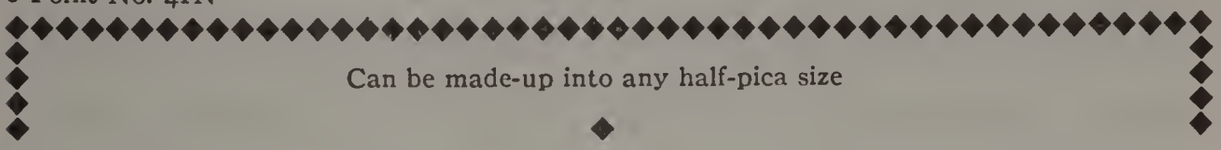
When, in the course of
ABCDE 123456789

12-Point to 36-Point Caslon Italic No. 3371—Swash Characters

ABCDEGKLMNPTRUYkvwz

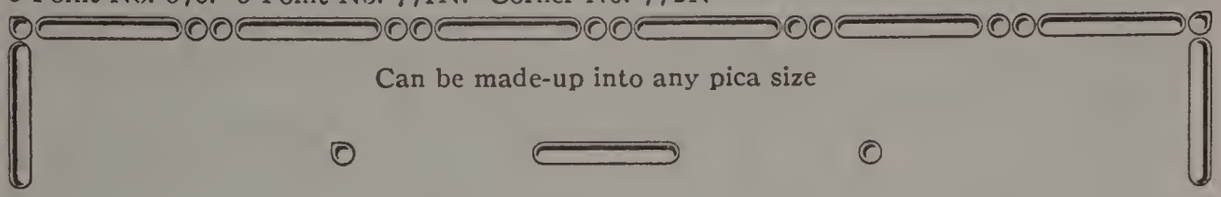
MONOTYPE BORDERS

6-Point No. 41N



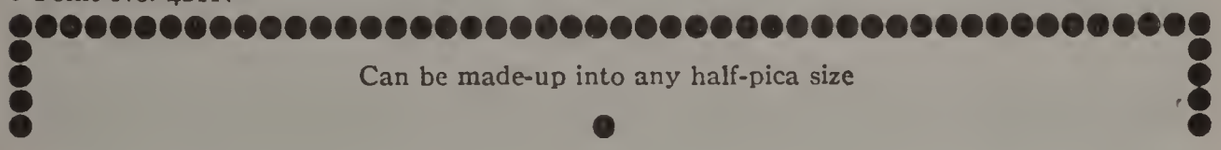
Can be made-up into any half-pica size

6-Point No. 670. 6-Point No. 771N. Corner No. 772N



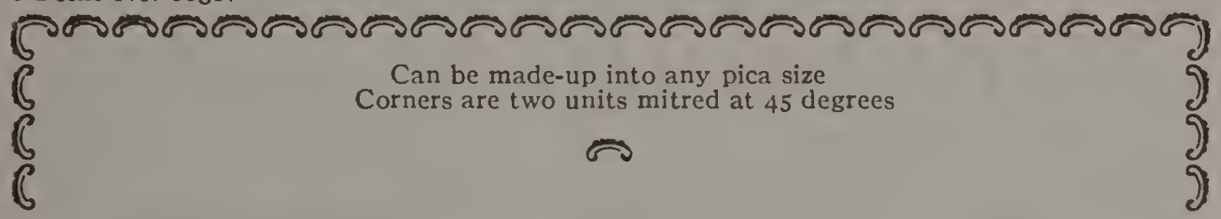
Can be made-up into any pica size

6-Point No. 421N



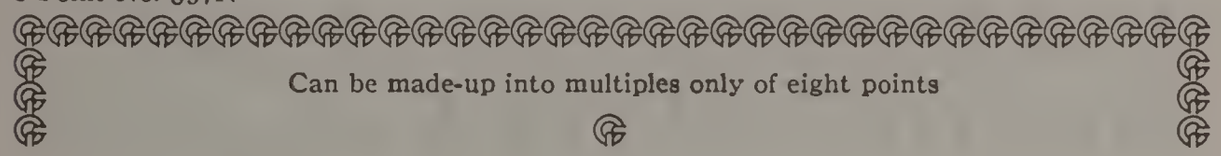
Can be made-up into any half-pica size

6-Point No. 683N



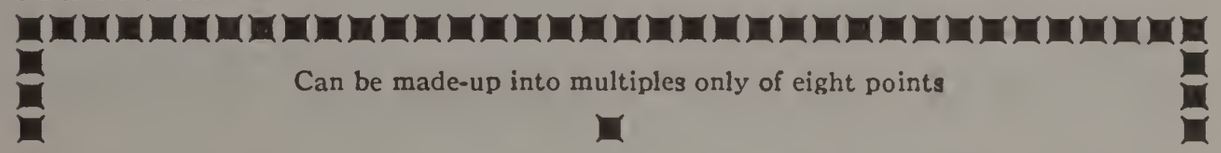
Can be made-up into any pica size
Corners are two units mitred at 45 degrees

8-Point No. 357N



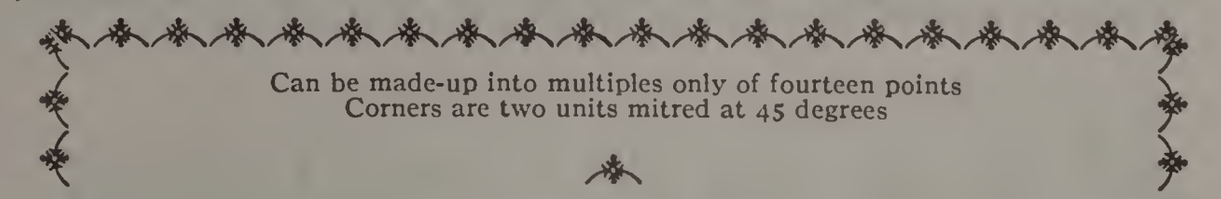
Can be made-up into multiples only of eight points

8-Point No. 61N



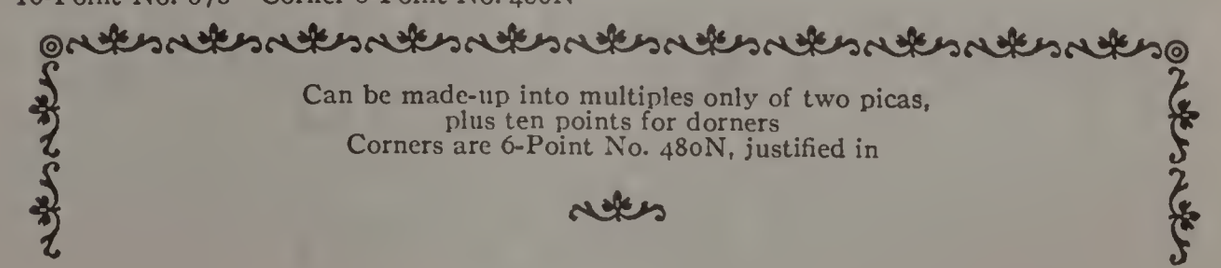
Can be made-up into multiples only of eight points

9-Point No. 672



Can be made-up into multiples only of fourteen points
Corners are two units mitred at 45 degrees

10-Point No. 678 Corner 6-Point No. 480N



Can be made-up into multiples only of two picas,
plus ten points for dorners
Corners are 6-Point No. 480N, justified in

CASLON BOLD No. 79J

6-Point Caslon Bold No. 79J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Caslon Bold No. 79J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Caslon Bold No. 79J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

8-Point Caslon Bold No. 79J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Caslon Bold No. 79J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to

10-Point Caslon Bold No. 79J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

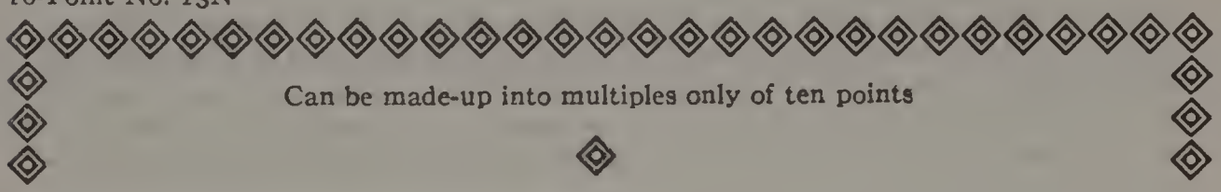
12-Point Caslon Bold No. 79J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

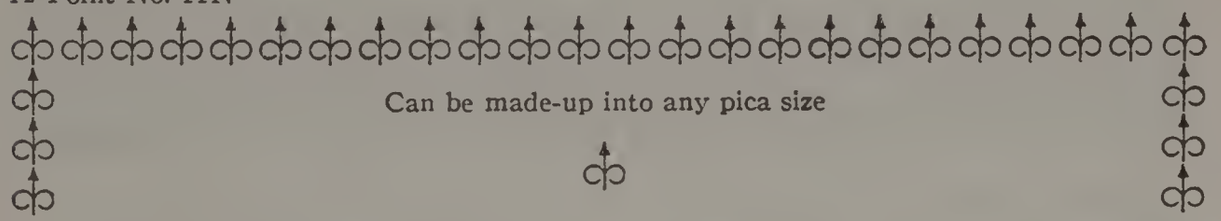
12-Point Caslon Bold No. 79J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

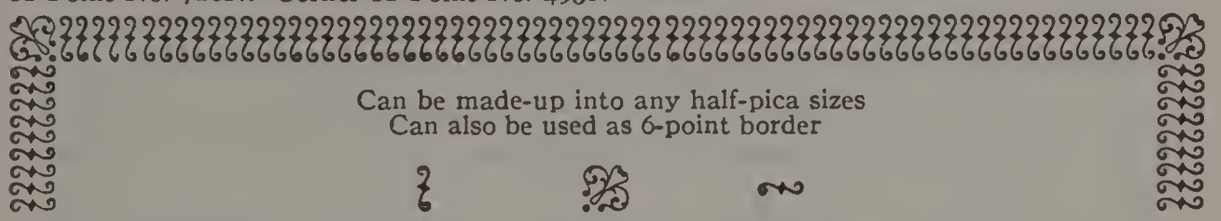
10-Point No. 13N



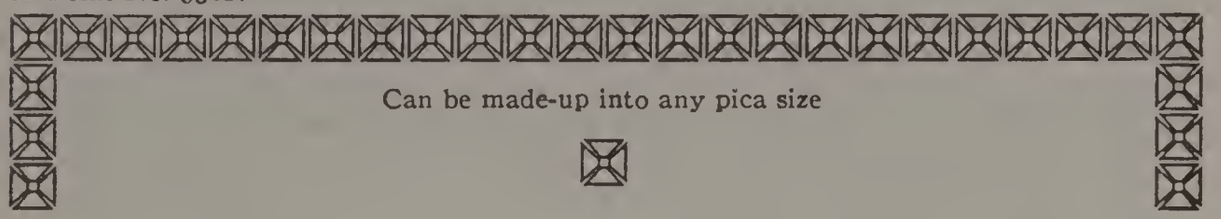
12-Point No. 11N



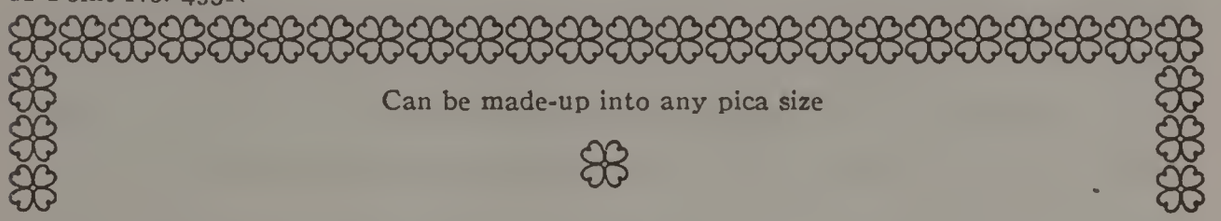
12-Point No. 720N. Corner 12-Point No. 493N



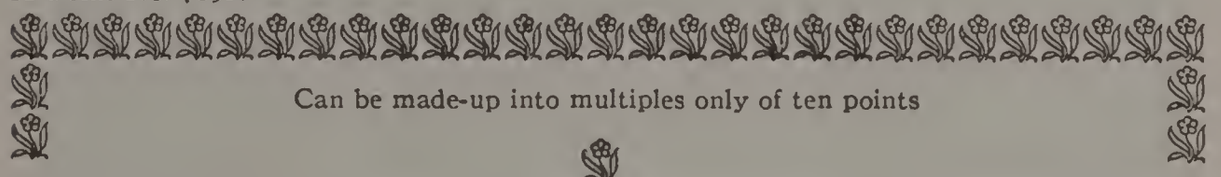
12-Point No. 536N



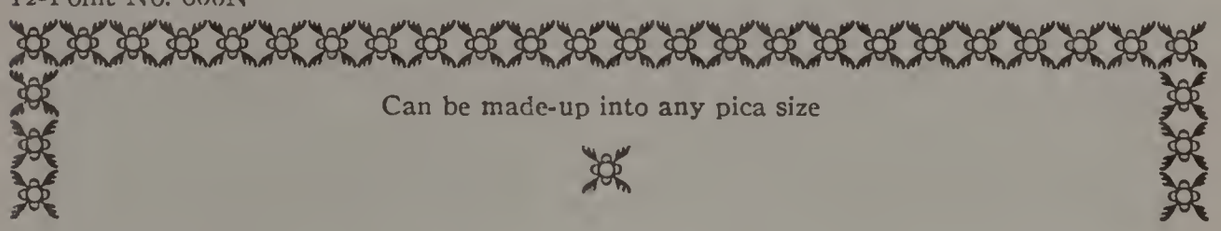
12-Point No. 453N



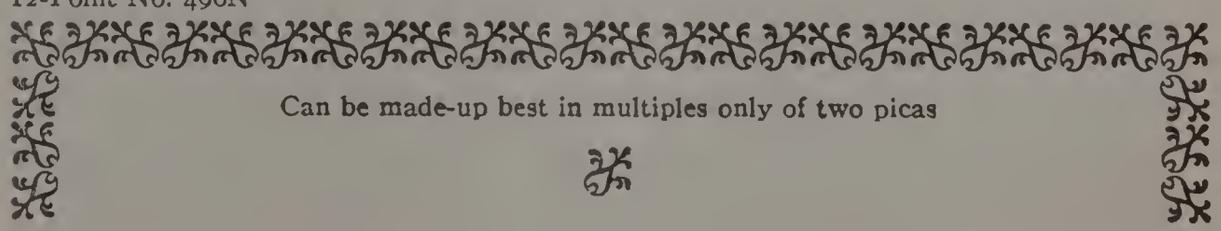
12-Point No. 719N



12-Point No. 600N



12-Point No. 496N



14-Point Caslon Bold No. 79

When, in the course of human events,
it becomes necessary for one people to
dissolve the political bands which hav
ABCDEFGHIJKLMNO 1234567890

18-Point Caslon Bold No. 79

When, in the course of human
events, it becomes necessary fo
r one people to dissolve the pol
ABCDEFGHIJK 1234567890

24-Point Caslon Bold No. 79

When, in the course of h
uman events, it becomes
necessary for one people
ABCDEF 1234567890

30-Point Caslon Bold No. 79

When, in the course
of human events, it
ABCDEF 1234567

36-Point Caslon Bold No. 79

When, in the cou
rse of human ev
ABCDE123456

12-Point No. 491N. 12-Point No. 492N. Corner 12-Point No. 493N

Has right- and left-hand units
Can be made-up best in multiples only of two picas

12-Point No. 493N

Can be made-up best in multiples only of two picas

12-Point No. 541N

Can be made-up best in multiples only of two picas

12-Point No. 651. Corner 12-Point No. 650N

Can be made-up into multiples only of two picas

12-Point No. 680N

Can be made-up into any pica size

12-Point No. 494 and No. 495. Corner 12-Point No. 496N

Has right- and left-hand units
Can be made-up best into multiples only of three picas, plus two picas for corners

12-Point No. 542N

Can be made-up into any pica size

12-Point No. 650N

Can be made-up into any pica size

GARAMONT No. 248E

6-Point Garamont No. 248E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among

6-Point Garamont 248E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another and to assume among the powers of the earth the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Garamont No. 248E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold

8-Point Garamont No. 248E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVW 1234567890

10-Point Garamont No. 248E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's

10-Point Garamont No. 248E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHI 1234567890

12-Point Garamont No. 248E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among

12-Point Garamont No. 248E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among
ABCDEFGHIJKLMNOPQRSTV ABCDEFG 1234567890

12-Point No. 611. 12-Point No. 610

Has right and left-hand units
Can be made-up best in multiples only of three picas
Corners are two units mitred at 45 degrees

12-Point No. 569N

Can be made-up into any half-pica size
Corners are two units mitred at 45 degrees

12-Point No. 570N

Can be made-up into any half-pica size
Corners are two units mitred at 45 degrees

12-Point No. 609N

Can be made-up into any pica size

12-Point No. 124N Corner 12-Point No. 453N

Can be made-up into any pica size

12-Point No. 425N

Can be made-up best into multiples only of two picas

12-Point No. 572 Corner 36-Point No. 557

Can be made-up into multiples only of three picas

14-Point Garamont No. 248

When, in the course of human events, it becom es necessary for one people to dissolve the polit ical bands which have connected them with an ABCDEFGHIJKLMNO ABCDEFGHI 1234567890

18-Point Garamont No. 248

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have ABCDEFGHI ABCDEFGH 1234567890

24-Point Garamont No. 248

When, in the course of huma n events, it becomes necessary for one people to dissolve the ABCDEFGHIJ 1234567890

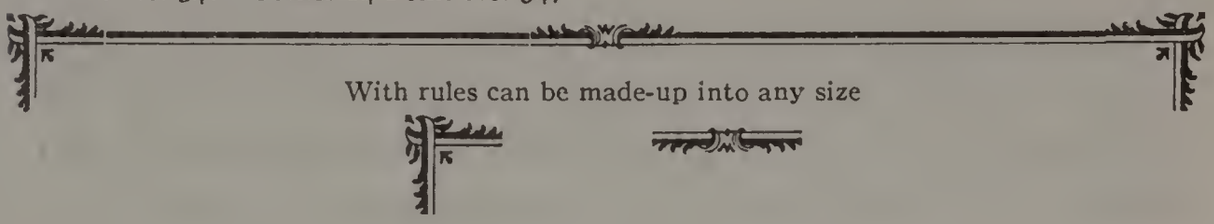
30-Point Garamont No. 248

When, in the course of human events, it becom ABCDEFGHI 1234567

36-Point Garamont No. 248

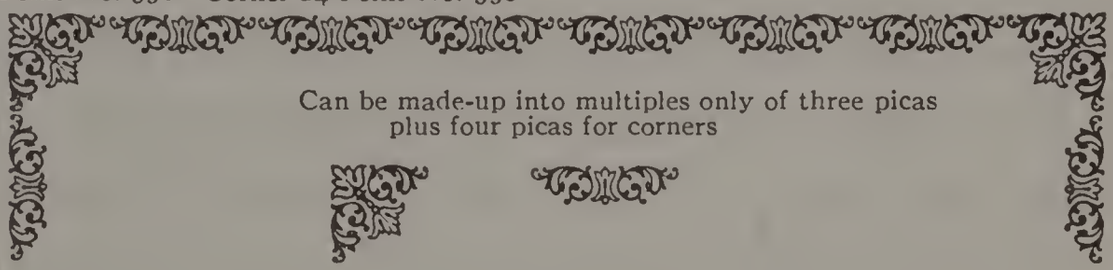
When, in the course of human events, it ABCDEFG 123456

12-Point No. 548 Corner 24-Point No. 547



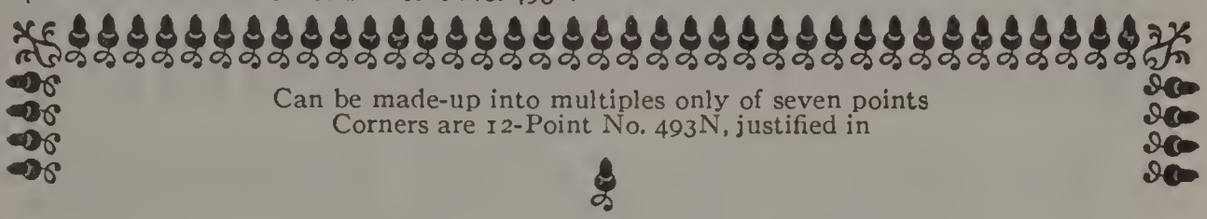
With rules can be made-up into any size

12-Point No. 552 Corner 24-Point No. 550



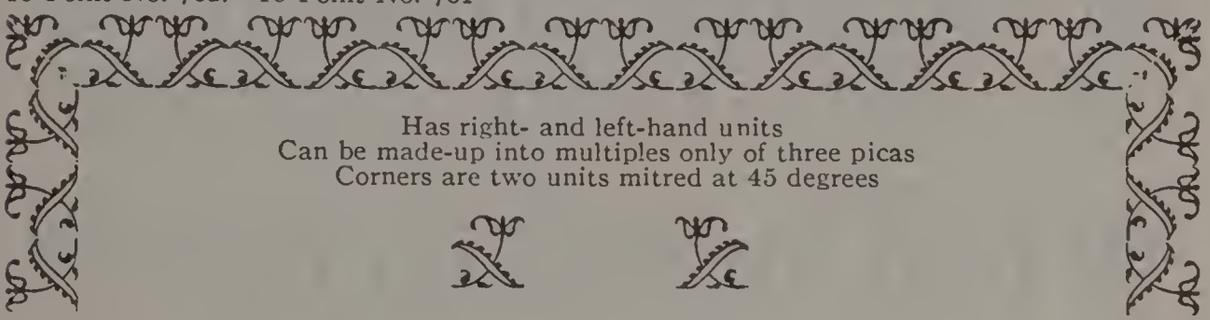
Can be made-up into multiples only of three picas
plus four picas for corners

14-Point No. 206 Corner 12-Point No. 493N



Can be made-up into multiples only of seven points
Corners are 12-Point No. 493N, justified in

18-Point No. 702. 18-Point No. 701

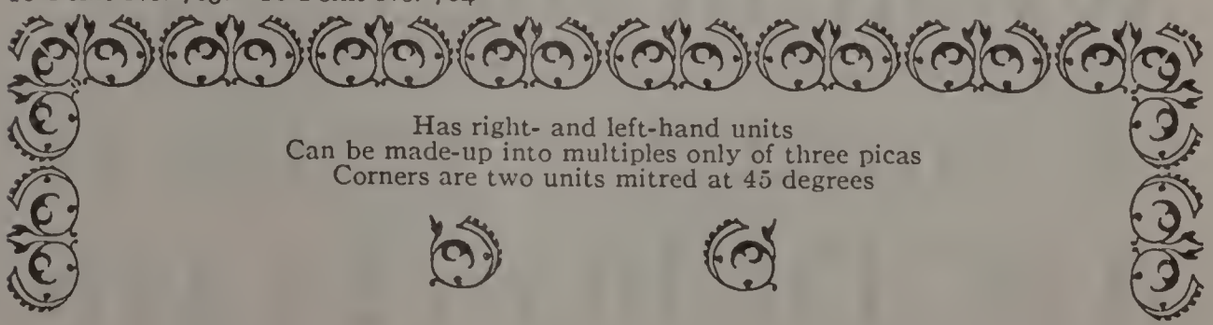


Has right- and left-hand units
Can be made-up into multiples only of three picas
Corners are two units mitred at 45 degrees

18-Point No. 700

Can be made-up best into multiples only of three picas

18-Point No. 703. 18-Point No. 704



Has right- and left-hand units
Can be made-up into multiples only of three picas
Corners are two units mitred at 45 degrees

GARAMONT ITALIC No. 248G

6-Point Garamont Italic No. 248G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these

6-Point Garamont Italic No. 248G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

8-Point Garamont Italic No. 248G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal;

8-Point Garamont Italic No. 248G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal;
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

10-Point Garamont Italic No. 248G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect

10-Point Garamont Italic No. 248G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

12-Point Garamont Italic No. 248G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth,

12-Point Garamont Italic No. 248G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth,
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

18-Point No. 705. 18-Point No. 706

Has right- and left-hand units
Can be made-up into multiples only of nine points
Corners are two units mitred at 45 degrees

18-Point No. 707

Can be made-up into multiples only of nine points
Corners are two units mitred at 45 degrees

18-Point No. 245 Corner 18-Point No. 244.

Can be made-up into multiples only of one-and-one-half picas

18-Point No. 576 Corner 18-Point No. 574.

Can be made-up into multiples only of one- and-one-half picas

18-Point Combination No. 356

Can be made-up into multiples of one-and-one-half picas

18-Point No. 675. Corner 18-Point No. 677

Can be made-up into multiples only of three picas

14-Point Garamont Italic No. 2481

When, in the course of human events, it becomes necess ary for one people to dissolve the political bands which have connected them with another, and to assume amo
ABCDEFGHIJKLMNOPQRSTUVW 1234567890

18-Point Garamont Italic No. 2481

When, in the course of human events, it be comes necessary for one people to dissolve the political bands which have connected
ABCDEFGHIJKLMNOPQ 1234567890

24-Point Garamont Italic No. 2481

When, in the course of human ev ents, it becomes necessary for one
ABCDEFGHIJKL 1234567890

30-Point Garamont Italic No. 2481

When, in the course of hum an events, it becomes necessa
ABCDEFGH 1234567890

36-Point Garamont Italic No. 2481

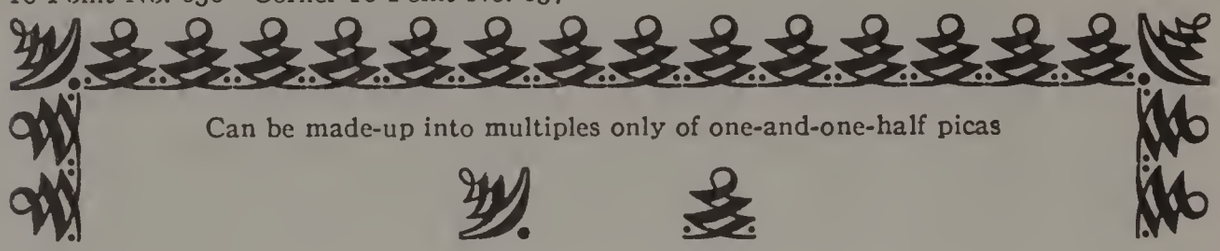
When, in the course of h
ABCDEFG 12345678

14-Point to 36-Point Garamont Italic No. 2481—Swash Characters

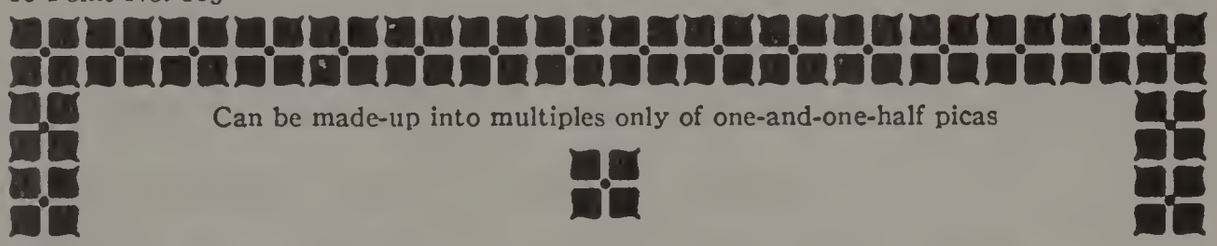
A B D E G M N P R U

a e k m n v ct st ll Qu

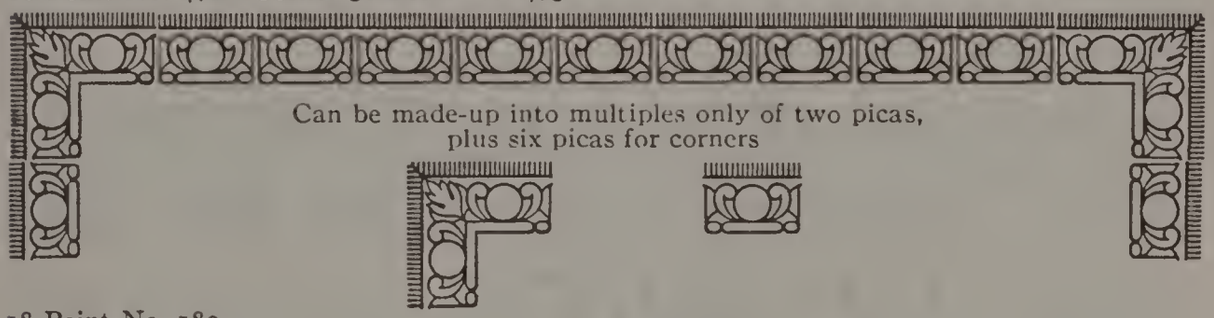
18-Point No. 636 Corner 18-Point No. 637



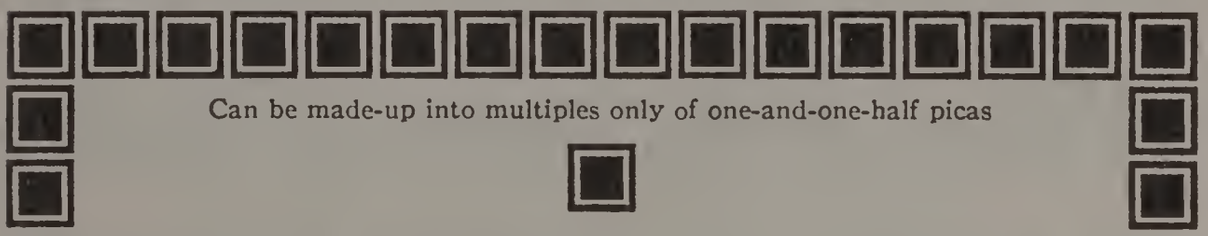
18-Point No. 165



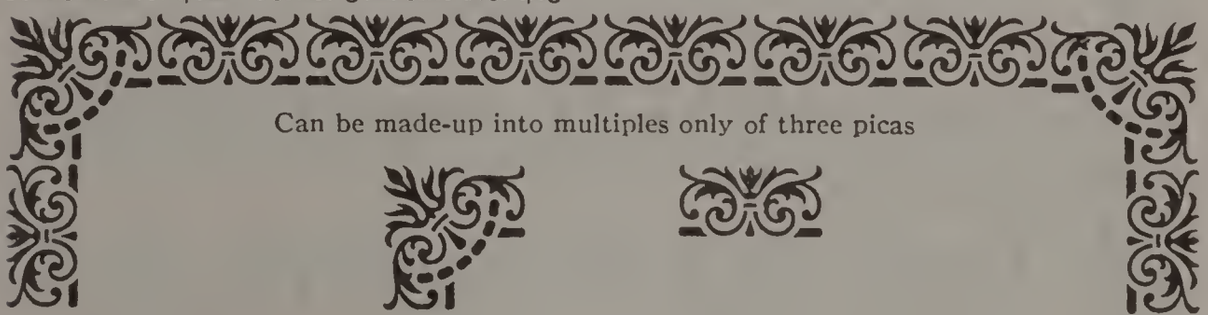
18-Point No. 472 Corner 36-Point No. 473



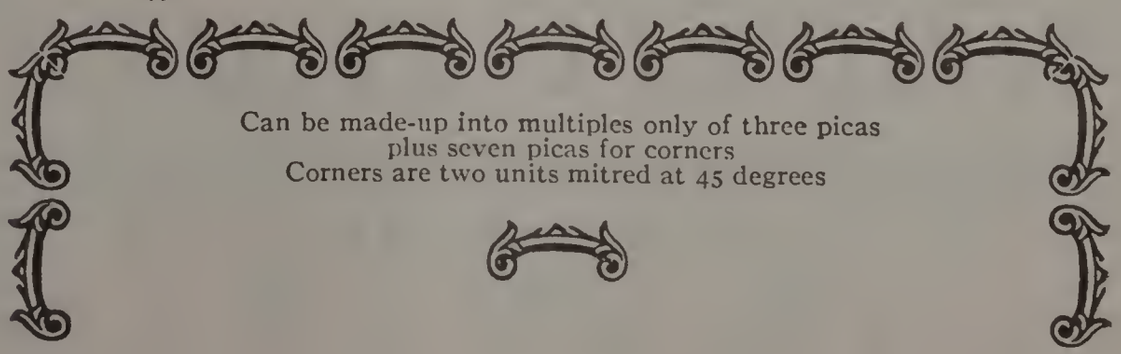
18-Point No. 189



18-Point No. 482 Corner 36-Point No. 483



18-Point No. 679



KENNERLEY No. 268E

6-Point Kennerley No. 268E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalien-

6-Point Kennerley No. 268-E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalien-
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Kennerley No. 268E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths

8-Point Kennerley No. 268E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWX 123456789

10-Point Kennerley No. 268E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them,

10-Point Kennerley No. 268E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them,
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJK 1234567890

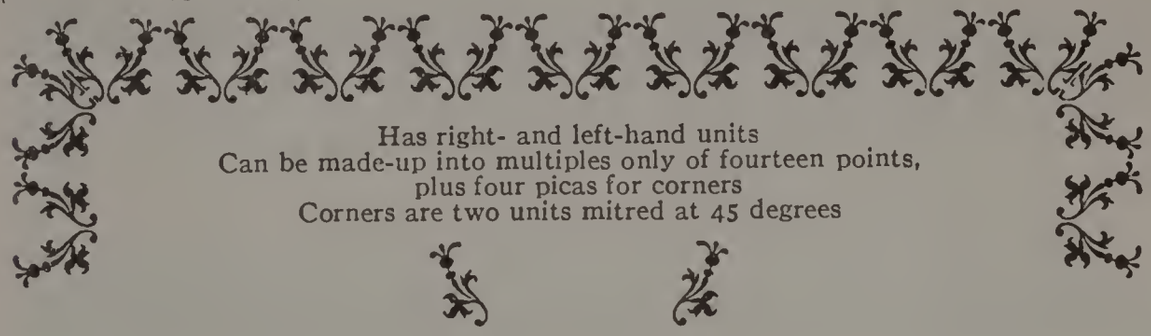
12-Point Kennerley No. 268E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

12-Point Kennerley No. 268E [*Solid*]

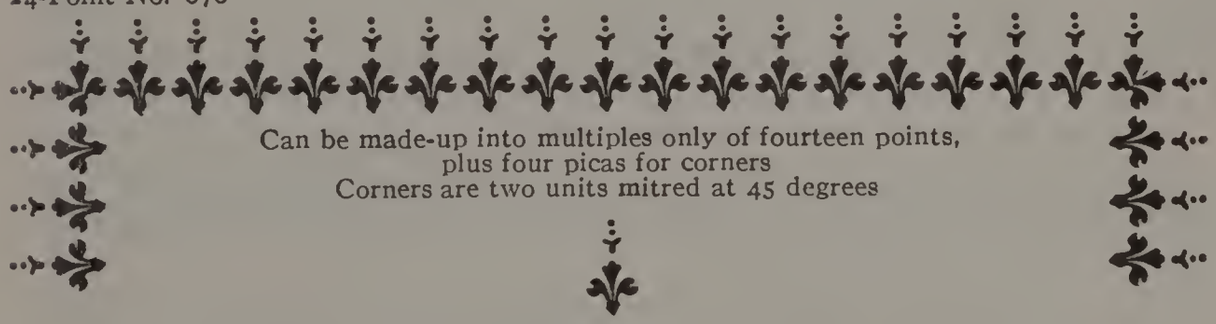
When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTU ABCDEFGH 1243567890

24-Point No. 673 and 674



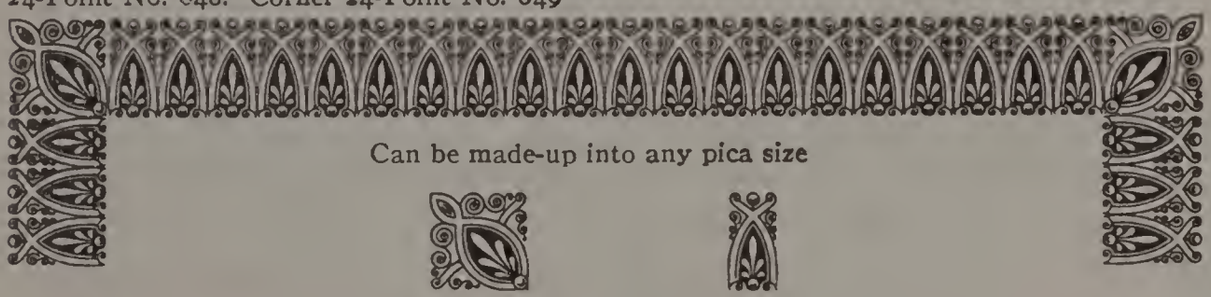
Has right- and left-hand units
Can be made-up into multiples only of fourteen points,
plus four picas for corners
Corners are two units mitred at 45 degrees

24-Point No. 676



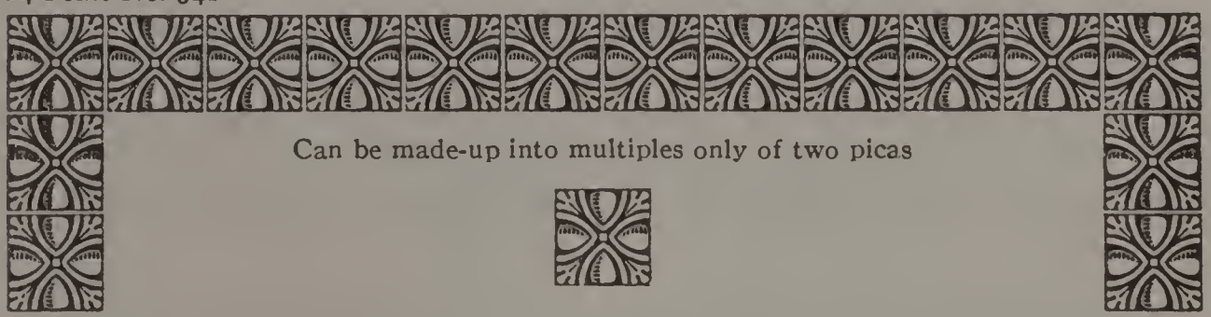
Can be made-up into multiples only of fourteen points,
plus four picas for corners
Corners are two units mitred at 45 degrees

24-Point No. 648. Corner 24-Point No. 649



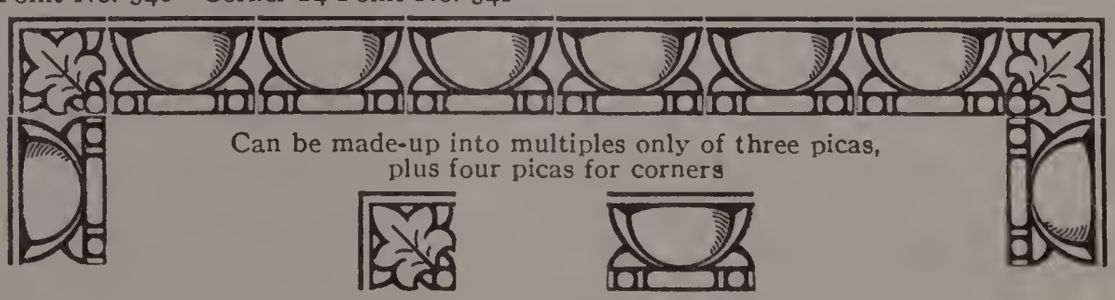
Can be made-up into any pica size

24-Point No. 542



Can be made-up into multiples only of two picas

24-Point No. 540 Corner 24-Point No. 541



Can be made-up into multiples only of three picas,
plus four picas for corners

14-Point Kennerley No. 268

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another
ABCDEFGHIJKLMNO ABCDEFGHIJK 1234567890

18-Point No. 1 Kennerley No. 268

When, in the course of human events, it bec omes necessary for one people to dissolve the
ABCDEFGHIJKLMN ABCDEFGHI 1234567890

18-Point No. 2 Kennerley No. 268

When, in the course of human event s, it becomes necessary for one people
ABCDEFGHIJKLMNO 123456789

24-Point Kennerley No. 268

When, in the course of huma n events, it becomes necessary
ABCDEFGHIJK 1234567890

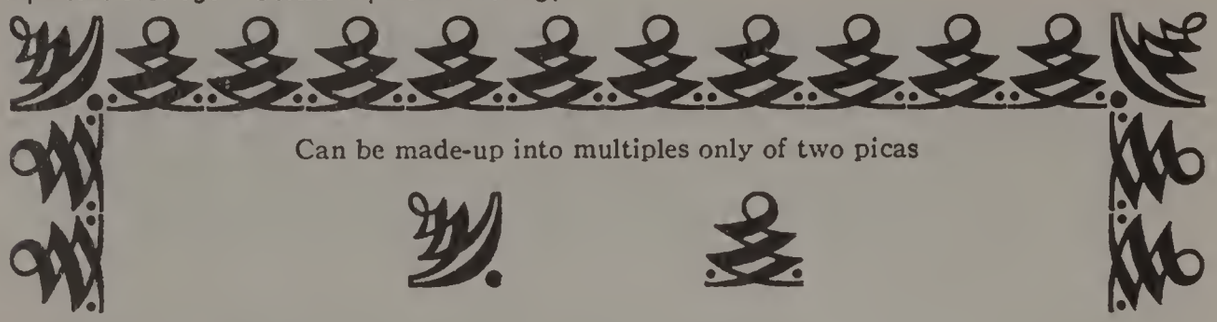
30-Point Kennerley No. 268

When, in the course of human events, it becom
ABCDEF 1234567890

36-Point Kennerley No. 286

When, in the course
ABCDEF 1234567

24-Point No. 636 Corner 24-Point No. 637

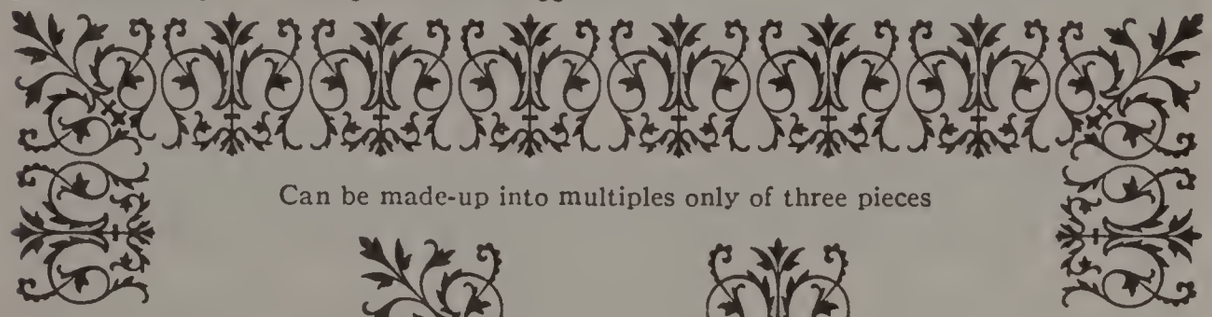


Can be made-up into multiples only of two picas

24-Point No. 189

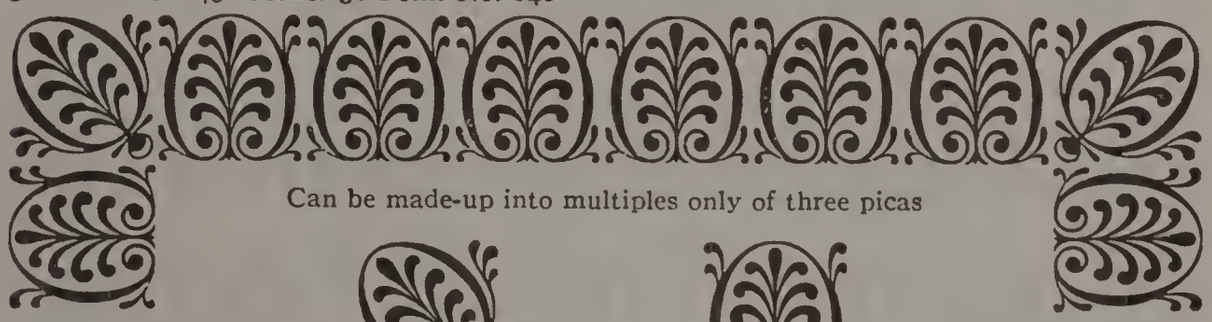
Can be made-up into multiples only of two picas

36-Point No. 852. Corner 36-Point No. 853



Can be made-up into multiples only of three pieces

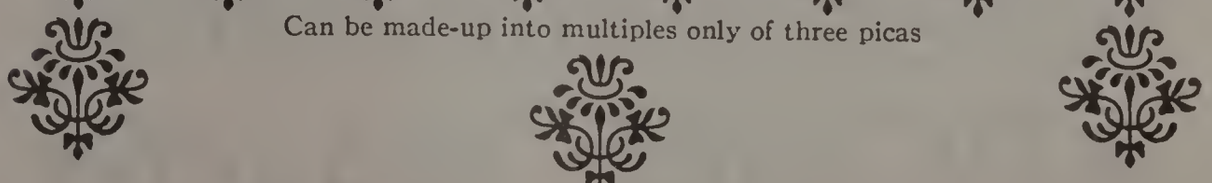
36-Point No. 645. Corner 36-Point No. 646



Can be made-up into multiples only of three picas

36-Point No. 486

Can be made-up into multiples only of three picas



KENNERLEY ITALIC No. 268G

6-Point Kennerley Italic No. 268G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among

6-Point Kennerley Italic No. 268G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Kennerley Italic No. 268G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That

8-Point Kennerley Italic No. 268G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Kennerley Italic No. 268G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect

10-Point Kennerley Italic No. 268G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Kennerley Italic No. 268G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the

12-Point Kennerley Italic No. 268G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

MONOTYPE BORDERS

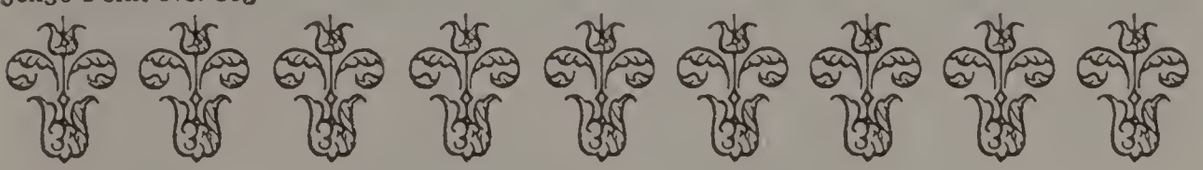
30x12-Point No. 804

30x24-Point No. 802

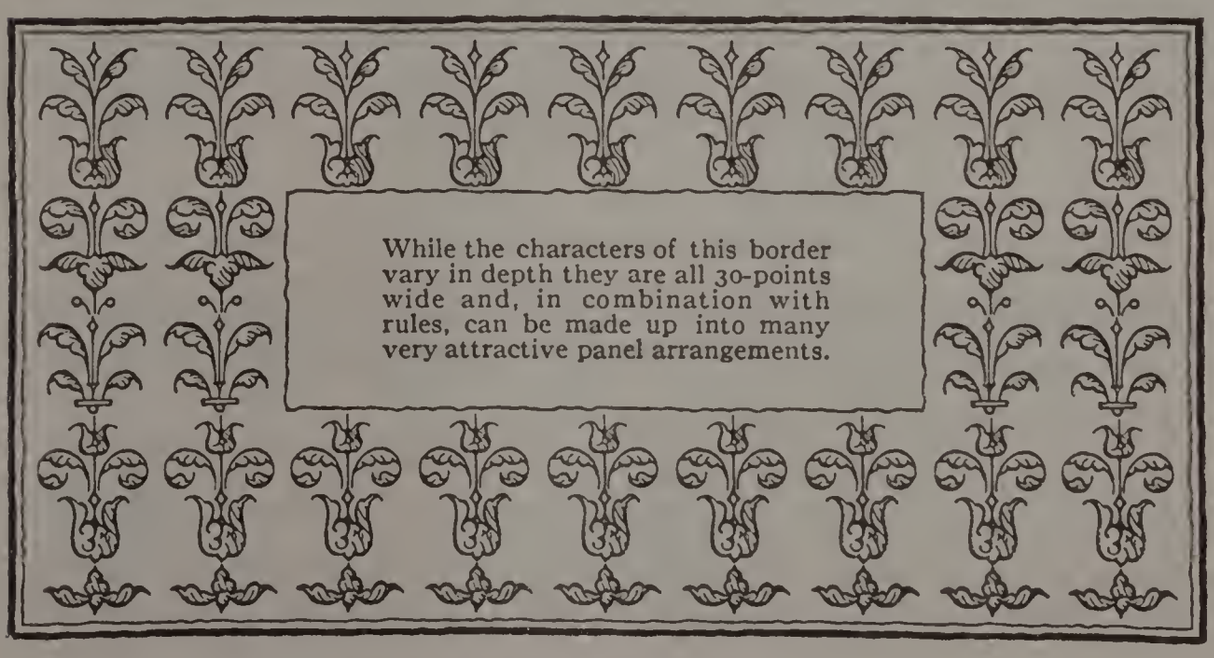
30x30-Point No. 799

30x30-Point No. 800

36x30-Point No. 803



36x30-Point No. 801



14-Point Kennerley Italic No. 2681

When, in the course of human events, it becomes ne
cessary for one people to dissolve the political bands
which have connected them with another, and to assu
ABCDEFGHIJKLMNOPQRSTUV 1234567890

18-Point No. 1 Kennerley Italic No. 2681

When, in the course of human events, it beco
mes necessary for one people to dissolve polit
ABCDEFGHIJKLMNOPQRS 1234567890

18-Point No. 2 Kennerley Italic No. 2681

When, in the course of human events,
it becomes necessary for one people to
ABCDEFGHIJKLMN 1234567890

24-Point Kennerley Italic No. 2681

When, in the course of human
events, it becomes necessary for
ABCDEFGHIJK 1234567890

30-Point Kennerley Italic No. 2681

When, in the course of h
ABCDEF 1234567890

36-Point Kennerley Italic No. 2681

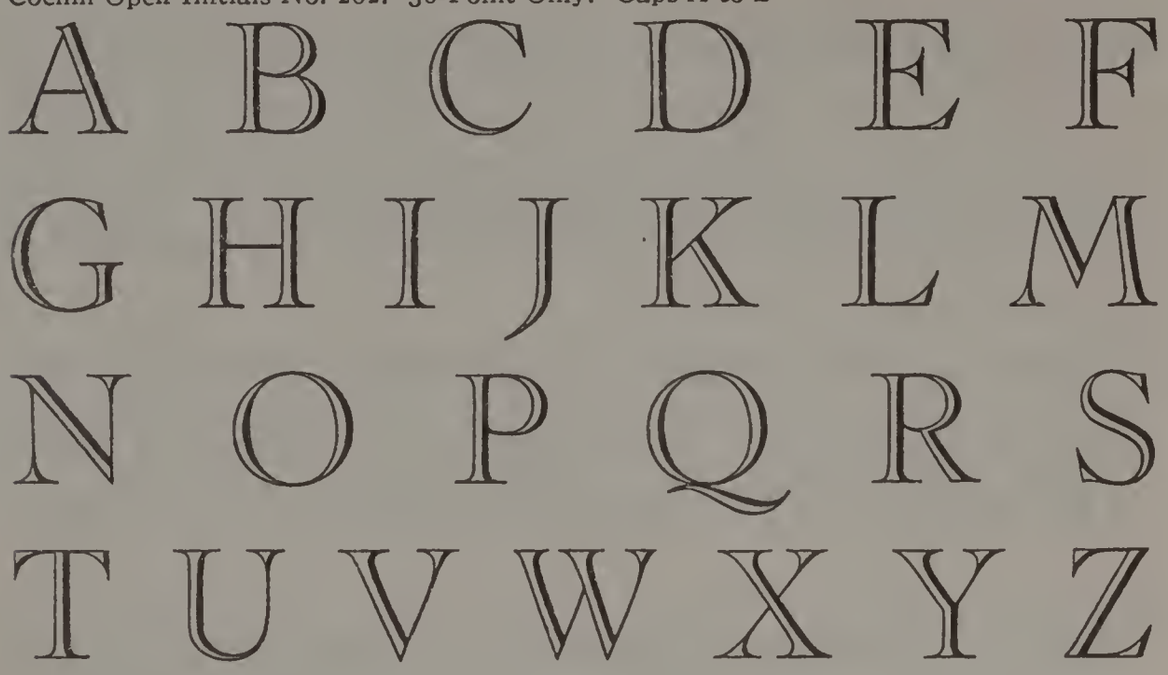
When, in the course of
ABCDEF 1234567

10-Point to 36-Point Kennerley Italic No. 2681—Swash Characters

A B C D E M P R T U a

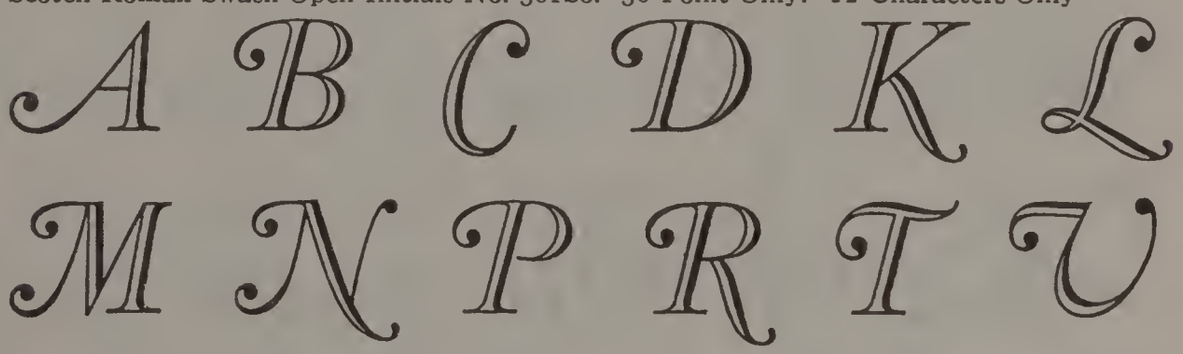
COCHIN OPEN INITIALS No. 262

Cochin Open Initials No. 262. 36-Point Only. Caps A to Z



SCOTCH ROMAN SWASH OPEN INITIALS No. 361 So.

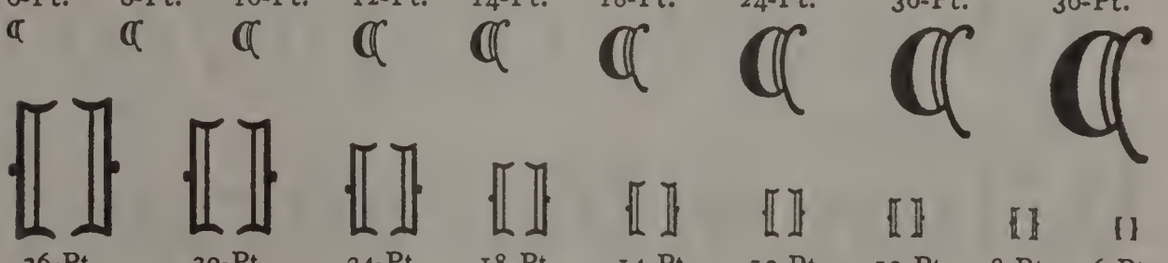
Scotch Roman Swash Open Initials No. 361So. 36-Point Only. 12 Characters Only



MISCELLANEOUS CHARACTERS

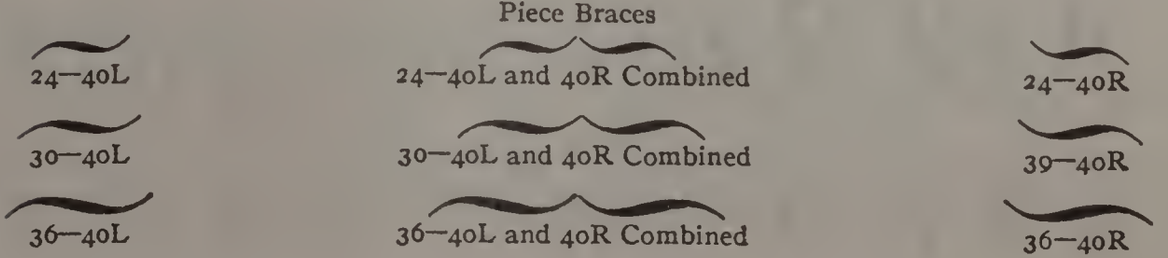
No. 268 Series

6-Pt. 8-Pt. 10-Pt. 12-Pt. 14-Pt. 18-Pt. 24-Pt. 30-Pt. 36-Pt.



36-Pt. 30-Pt. 24-Pt. 18-Pt. 14-Pt. 12-Pt. 10-Pt. 8-Pt. 6-Pt.

Piece Braces



24—40L 24—40L and 40R Combined 24—40R

30—40L 30—40L and 40R Combined 39—40R

36—40L 36—40L and 40R Combined 36—40R

6-Point Bookman No. 98J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all

6-Point Bookman No. 98J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Bookman No. 98J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel

8-Point Bookman No. 98J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Bookman No. 98J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to which the laws of nature and of

10-Point Bookman No. 98J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to which the laws of nature and of
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Bookman No. 98J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

12-Point Bookman No. 98J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

14-Point Goudy Bookman No. 398

When, in the course of human events, it becomes necessary for one people to dis solve the political bands which have co
ABCDEFGHIJKLMNOPQR 1234567890

18-Point Goudy Bookman No. 398

When, in the course of human events, it becomes necessary for one people to dissolve the politi
ABCDEFGHIJKLM 1234567890

24-Point Goudy Bookman No. 398

When, in the course of h uman events, it become s necessary for one peop
ABCDEFG 1234567890

30-Point Goudy Bookman No. 398

When, in the course of human events, it
ABCDE 1234567890

36-Point Goudy Bookman No. 398

When, in the cou rse of human ev
ABCDEF 12345

BOOKMAN ITALIC No. 98K

6-Point Bookman Italic No. 98K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Bookman Italic No. 98K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Bookman Italic No. 98K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

8-Point Bookman Italic No. 98K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Bookman Italic No. 98K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to

10-Point Bookman Italic No. 98K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Bookman Italic No. 98K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Bookman Italic No. 98K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456

BINNEY OLD STYLE No. 21E

6-Point Binney Old Style No. 21E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That

6-Point Binney Old Style No. 21E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Binney Old Style No. 21E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which im-

8-Point Binney Old Style No. 21E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the casues which im-
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNO 1234567890

10-Point Binney Old Style No. 21E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature

10-Point Binney Old Style No. 21E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFG 1234567

12-Point Binney Old Style No. 21E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

12-Point Binney Old Style No. 21E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRSTU ABCDEFGH 123456

BINNEY OLD STYLE ITALIC No. 21G

6-Point Binney Old Style Italic No. 21G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they

6-Point Binney Old Style Italic No. 21G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Binney Old Style Italic No. 21G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

8-Point Binney Old Style Italic No. 21G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Binney Old Style Italic No. 21G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God

10-Point Binney Old Style Italic No. 21G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Binney Old Style Italic No. 21G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

12-Point Binney Old Style Italic No. 21G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

6-Point Century No. 20A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these rights, governments are instituted among men, deriving their just powers from the consent of

6-Point Century No. 20A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these rights, governments are instituted among men, deriving their just powers from the consent of
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Century No. 20A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by

8-Point Century No. 20A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Century No. 20A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the

10-Point Centurj No. 20A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

CENTURY ITALIC No. 20C

6-Point Century Italic No. 20C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed; that whenever any form of governmen

6-Point Century Italic No. 20C [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed; that whenever any form of government
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

8-Point Century Italic No. 20C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of amnkind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable

8-Point Century Italic No. 20C [*Solid*]

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ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

10-Point Century Italic No. 20C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel

10-Point Century Italic No. 20C [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel
ABCDEFGHIJKLMNOPQRSTUVWXYZ *1234567890*

COCHIN No. 61E

6-Point Cochin No. 61E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That

6-Point Cochin No. 61E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cochin No. 61E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which im-

8-Point Cochin No. 61E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which im-
ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNO 1234567890

10-Point Cochin No. 61E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature

10-Point Cochin No. 61E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature
ABCDEFGHIJKLMNOPQRSTUVW ABCDEFGH 123456789

12-Point Cochin No. 61E [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

12-Point Cochin No. 61E [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume
ABCDEFGHIJKLMNOPQRST ABCDEFG 123456789

COCHIN ITALIC No. 61G

6-Point Cochin Italic No. 61G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they

6-Point Cochin Italic No. 61G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cochin Italic No. 61G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cochin Italic No. 61G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God

10-Point Cochin Italic No. 61G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Cochin Italic No. 61G [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

12-Point Cochin Italic No. 61G [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

COCHIN BOLD No. 616J

6-Point Cochin Bold No. 616J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these rights,

6-Point Cochin Bold No. 616J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these are life, liberty, and the pursuit of happiness; that to secure these rights,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cochin Bold No. 616J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all

8-Point Cochin Bold No. 616J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all
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10-Point Cochin Bold No. 616J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind re-

10-Point Cochin Bold No. 616J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind re-
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SCOTCH ROMAN No. 36A

6-Point Scotch Roman No. 36A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they

6-Point Scotch Roman No. 36A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Scotch Roman No. 36A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separa-

8-Point Scotch Roman No. 36A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separa-

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRS 1234567890

10-Point Scotch Roman No. 36A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of na-

10-Point Scotch Roman No. 36A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of an-

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEF 1234567890

12-Point Scotch Roman No. 36A [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

12-Point Scotch Roman No. 36A [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume

ABCDEFGHIJKLMNOPQRS ABCDEFG 1234567890

SCOTCH ROMAN ITALIC NO. 36C

6-Point Scotch Roman Italic No. 36C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain

6-Point Scotch Roman Italic No. 36C [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are created equal; that they are endowed by their Creator with certain
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Scotch Roman Italic No. 36C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be

8-Point Scotch Roman Italic No. 36C [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be

10-Point Scotch Roman Italic No. 36C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God en-

10-Point Scotch Roman Italic No. 36C [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God en-
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Scotch Roman Italic No. 36C [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the

12-Point Scotch Roman Italic No. 36C [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

6-Point Cheltenham Bold No. 86J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Cheltenham Bold No. 86J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cheltenham Bold No. 86J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God en-

8-Point Cheltenham Bold No. 86J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cheltenham Bold No. 86J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to

10-Point Cheltenham Bold No. 86J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Cheltenham Bold No. 86J [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Cheltenham Bold No. 86J [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

14-Point Cheltenham Bold No. 86

When, in the course of human events, it becomes necessary for one people to diss olve the political bands which have conn
ABCDEFGHIJKLMNOPQ 1234567890

18-Point Cheltenham Bold No. 86

When, in the course of human ev ents, it becomes necessary for one people to dissolve the political ban
ABCDEFGHIJKLM 1234567890

24-Point Cheltenham Bold No. 86

When, in the course of hum an events, it becomes nece ssary for one people to dis
ABCDEFGH 1234567890

30-Point Cheltenham Bold No. 86

When, in the course of human events, it beco
ABCDEFG 12345678

36-Point Cheltenham Bold No. 86

When in the cour se of human even
ABCDEF 123456

CHELTENHAM BOLD ITALIC No. 86K

6-Point Cheltenham Bold Italic No. 86K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We

6-Point Cheltenham Bold Italic No. 86K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

8-Point Cheltenham Bold Italic No. 86K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

8-Point Cheltenham Bold Italic No. 86K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

10-Point Cheltenham Bold Italic No. 86K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to

10-Point Cheltenham Bold Italic No. 86K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

12-Point Cheltenham Bold Italic No. 86K [*Leaded*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,

12-Point Cheltenham Bold Italic No. 86K [*Solid*]

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another,
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567

CHELTENHAM BOLD ITALIC, No. 861

14-Point Cheltenham Bold Italic No. 861

When, in the course of human events, it be comes necessary for one people to dissolve the political bands which have connected
ABCDEFGHIJKLMNOPQ 1234567890

18-Point Cheltenham Bold Italic No. 861

When, in the course of human ev ents, it becomes necessary for one people to dissolve the political ban
ABCDEFGHIJKL 1234567890

24-Point Cheltenham Bold Italic No. 861

When, in the course of hum an events, it becomes neces sary for one people to diss
ABCDEFG 1234567890

30-Point Cheltenham Bold Italic No. 861

When, in the course of human events, it beco
ABCDEFGHI 12345

36-Point Cheltenham Bold Italic No. 861

When, in the cours e of human events
ABCDEF 12345

Elasticity & Flexibility of the MONOTYPE

THE examples following show the flexibility or elasticity of the Monotype and demonstrate its adaptability in meeting the requirements of good typography. The amount of white space that may be removed between characters depends upon the type face and point size. Within reasonable limits this can be accomplished with any Monotype face shown in this Specimen book. On the two following pages are examples of how this looks in the mass, while below one-line specimens show the variation in set width.

12-Point CASLON OLD STYLE No. 337E

1—When, in the course of human events, it becom
2—When, in the course of human events, it becom
3—When, in the course of human events, it becom
4—When, in the course of human events, it becom
5—When, in the course of human events, it bec

12-Point CASLON BOLD No. 79J

1—When, in the course of human events
2—When, in the course of human events
3—When, in the course of human events
4—When, in the course of human events
5—When, in the course of human even

Explanation

1—This shows the type on its normal set or correct body.
2—The white space between letters has been reduced (minus-set) exactly one thousandth (.001″) of an inch.
3—White space reduced two thousandths (.002″) of an inch.
4—White space reduced three thousandths (.003″) of an inch.
5—This shows the type on a plus-set. In this example the white space between letters has been increased four thousandths (.004″) of an inch.

ELASTICITY & FLEXIBILITY
[*Continued*]

12-Point CASLON No. 337E—PLUS .004″

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these

12-Point CASLON No. 337E—MINUS .003″

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident: That all men are

12-Point CASLON No. 337E—NORMAL

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evi-

ELASTICITY & FLEXIBILITY

[Continued]

12-Point CASLON BOLD No. 79J—PLUS .004″

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they

12-Point CASLON BOLD No. 79J—MINUS .003″

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should declare the causes which

12-Point CASLON BOLD No. 79J—NORMAL

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that they should de-

ELASTICITY & FLEXIBILITY

[Concluded]

ALTHOUGH the examples on this page are "stunts" and in a good many instances impractical for most work, they demonstrate what we can do if the job requires it. Here we have the type cast on a *smaller* body than that it was originally designed for. The descending characters are cast with an overhang and rest on the shoulder of the next line. This requires a little ingenuity in spacing — but note the compact result.

12-Point CASLON OLD STYLE No. 337E
On 10-Point Body

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

12-Point CASLON OLD STYLE No. 337E
On 11-Point Body

When, in the course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitles them, a decent respect to the opinions of mankind requires that

22-Point CASLON OLD STYLE No. 337E
On 18-Point Body

When, in the course of human events, it becomes necessary for one people to dissolve the politi cal bands which have connected them with another, and to assu

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